A wireframe globe is centered in the background, with numerous thin white lines radiating outwards from its surface, creating a starburst or sunburst effect. The background is a gradient of teal and green with a subtle geometric pattern.

# Connecting the dots

Telstra Ventures in the Digital Age





# Telstra Ventures

Telstra Ventures is a strategic growth investor in lighthouse technology companies that are commencing scale. We provide venture capital investment via a “Strategic Growth Investment” approach. This approach offers entrepreneurs access to genuine revenue growth beyond the investment itself and shortens the time to reach global scale. We support this growth through investment capital and leadership. Our heritage combined with our association with Telstra and its capabilities help accelerate growth for the entrepreneurs in our portfolio.

In almost a decade we have invested over \$250 million in over 60 companies, generated more than \$150+ million in revenue for our portfolio companies and managed 13 liquidity events.

We are backed by our strategic investors Telstra, one of the 20 largest telecommunications providers globally and HarbourVest, one of the world’s largest private equity funds.



# What we look for

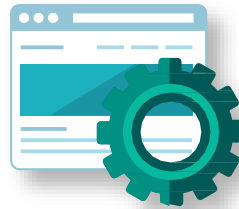
We focus on

## high-growth opportunities

that are strategically aligned to Telstra customers and partners



Based in Silicon Valley,  
Australia and the Asia  
Pacific region



Offer world-class  
innovation with best of  
breed technologies /  
products / services



Led by proven entrepreneurs  
who have successfully built  
and sold companies before



Are later stage  
venture capital / growth  
equity investments



# Where we invest

Reflecting our customers' priorities and our existing solution suite, areas of interest at the moment include cloud, mobile and media.

We typically invest between \$5M and \$50M in established business that have already won millions of dollars in existing revenue. We have co-invested with 100+ of the world's leading venture capitalists (VCs).



Video content management and monetisation

Digital customer enablement



Managed services and Healthcare ICT



Cloud-based automation, configuration, orchestration and security

Next generation networking and communications



Products that make CIO operations more efficient

Business process improvement and digital workforce enablement





# Our Portfolio

## Overview

< Back

5

Next >

# Our Ventures

## Optimise your I.T.

### > VeloCloud

Acquired

VeloCloud Cloud-Delivered Software-Defined WAN (SD-WAN) leverages the benefits of the cloud and existing enterprise-wide network infrastructure to efficiently and cost effectively transmit media (data, video, voice) and quickly access cloud and enterprise applications for every location in the network. VeloCloud SD-WAN enables simple, agile and secure branch office WANs.

### > Ripcord

Ripcord is accelerating digital transformation through robotics and intelligent records management.

### > Uhana

An exciting start up founded to commercialise ground breaking Stanford research on next generation mobile networks. The company harnesses the power of deep learning and artificial intelligence to optimise mobile subscriber quality of experience and Radio Access Network (RAN) efficiency for service providers.

### > MATRXXX

MATRXXX Software empowers Communications Service Providers to deliver modern, digital experiences to their customers. MATRXXX provides a patented Digital Commerce platform for marketing, online sales, product lifecycle management, customer engagement, digital service delivery, monetisation, and ecosystem enablement, with the buyer experience at the centre.

### > NGINX

Powering half of the world's busiest sites, NGINX is the heart of the modern web. NGINX helps deploy and deliver websites and apps with performance, reliability, security and scale.

### > Cumulus

Cumulus Networks is leading the transformation of bringing open, web-scale networking to organisations of all sizes. Cumulus Linux is an open network operating system for bare metal switches based entirely in Linux.

### > NS1

An IaaS company that delivers intelligent domain name system (DNS) and traffic management. DNS is largely unseen by end users, but it is at the heart of the online services they use every day: every website visit, every online purchase, online gaming, music and videos.

### > Instart

Instart is a platform designed to make the delivery of websites and applications fast, secure and easy. It is the world's first endpoint-aware application delivery solution.

### > Qiniu Cloud

Qiniu is one of China's leading cloud service providers. It also offers multi-media solutions including content delivery network, video broadcasting and data processing platforms..

### > Incorta

Insights into very large and disperse data volumes via direct data-mapping technology in less than seconds

## Liberate your workforce

### > Panviva SupportPoint

Panviva SupportPoint is an application that is designed to improve staff productivity and combat human process errors by providing moment-of-need, context-sensitive guidance to users.

### > OpenGov

OpenGov is the leader in government performance management technology for the public sector, with modern easy-to-use cloud software for better budgeting, improved operational performance, and comprehensive open data.

### > Boomtown Relay

Relay is an intelligent platform for technology support and customer service that enables you to deliver simple, predictive, and personal experiences at scale. Relay is powered by the Relay Technology Index, the most comprehensive global index of business technology currently available.

### > GitLab

GitLab is a single application designed for all stages of the DevOps lifecycle so that Product, Development, QA, Security, and Operations teams can work concurrently on the same project.

# Our Ventures

## Create transformative innovation

### > HeadSpin

An iOS and Android app testing platform that allows enterprises to test and monitor apps on over 1,150 real mobile networks in 72 cities and 29 countries. As there is no need to add any code, the testing process can be seamlessly integrated into an existing workflow.

### > UBTECH

UBTECH Robotics is a global leader in intelligent humanoid robots. The company's interactive robots serve the public, accelerate STEM education for children and assist and entertain in the home. Integrating UBTECH robots into our daily lives enhances how we live, work, learn, and play.

### > BigCommerce

The world's leading cloud ecommerce platform for established and rapidly-growing businesses.

### > Gorilla

Smart enterprise - enables the collation of all CCTV feeds from PoPs, landing stations and cable runs to a smart device for analysis and better decision-making Smart Retail (actionable business intelligence) – helps retail businesses optimise sales performance.

### > Singular

A marketing intelligence platform that delivers granular mobile attribution, marketing data aggregation, powerful reporting, workflow automation and creative analysis solutions – all in a single application.

### > Whispir

Whispir is a conversation platform for business-critical communications.

### > Cape

Cape builds software that unlocks the full potential of drones by allowing users to gain all of the value without any of the complexities.

### > Near

The largest ambient intelligence platform providing near real-time information on places, people and products.

### > Kony

A multi-edge enterprise application platform that allows you to deliver rich mobile apps to your customers or employees – quickly and easily.

### > DocuSign

DocuSign is a leading eSignature and digital transaction management solution that is delighting customers across many industries globally.

### > MOVUS FitMachine

An Industrial Internet-of-Things (IIoT) solution that monitors the health and performance of fixed rotating assets such as pumps, motors, and compressors.

## Secure your business


### > vArmour

vArmour helps you protect against data centre security challenges with the industry's first Distributed Security System (DSS) that provides insight and control for virtual and cloud environments.

### > Zimperium

An award-winning mobile threat protection solution, providing your business with continuous, real-time threat protection from device, network and application attacks.

### > TeleSign

 The leader in mobile identity solutions. With TeleSign, you can conduct transactions online confident in the identity of the person you are dealing with.

### > AttackIQ

AttackIQ is driving the emerging market of continuous security validation and has built a platform that enables organisations to test and measure the effectiveness of their security posture.

### > CrowdStrike

The leader in cloud-delivered endpoint protection. The CrowdStrike Falcon® platform offers instant visibility and protection across the enterprise and prevents attacks on endpoints on or off the network.

### > Cofense

Cofense is the leading provider of phishing threat management for organisations concerned about human susceptibility and response to advanced targeted attacks.

### > Auth0

Auth0 provides a universal authentication and authorisation platform for web, mobile and legacy applications. Building, maintaining and scaling identity management is complex, expensive, and difficult.





# Our Portfolio

In detail

Secure  
your business

# AttackIQ

**Technology type: IT infrastructure security**

## What is AttackIQ?

AttackIQ is driving the emerging market of continuous security validation and has built a platform that enables organisations to test and measure the effectiveness of their security posture. The FireDrill platform allows organisations to answer a simple and straightforward question: “How well are your current security tools, products and processes working?” Delivering enterprise-class Security as a Service (SaaS) to mid-market and large organisations, FireDrill is set to change the security landscape.

## What’s the advantage?

AttackIQ has created the industry’s first live IT accountability platform that continuously challenges your security assumptions, providing quantifiable metrics that improve the ability to accurately protect, detect, and respond to cybersecurity threats. FireDrill is the safe, automated way to test and validate your live IT security infrastructure against known and anticipated cyberattacks. Diagnostic visual reporting provides clear, data-driven assurance that your products and processes are working effectively.

The average enterprise has countless distinct security technologies working together in its own unique combination. Security testing of products, processes, and people has historically been piecemeal, fragmented, and inconsistent, making it nearly impossible and very time consuming to generate reliable test results, especially since network configurations are

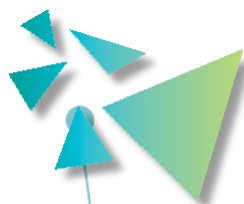
constantly changing. FireDrill tests your security solutions for weaknesses and tells you whether they are working properly and providing an effective return on investment.

## Benefits

FireDrill offers a wide array of beneficial uses:

- Ensure data-driven decision-making around security metrics
- Deploy and configure new and existing solutions with confidence
- Find gaps in your defences before attackers do
- Quantify the impact of a particular type of data breach
- Capture organisational best practices and expertise
- Leverage the collective security expertise of a global community of information security professionals
- Perform continuous automated testing as your network changes and evolves
- Compare current security posture against historical baselines, looking for anomalies
- Baseline current security maturity level for targeted improvements

## Secure your business



# AttackIQ

### What are people saying?

“AttackIQ’s FireDrill technology maximises a security team’s responsiveness by going further than the traditional tabletop exercise or red team.”

Ryan McGeehan, Former Director of Facebook Security

“FireDrill provides my teams and me a baseline of truth into the security controls and cybersecurity suite we have deployed to protect our organisation. It allows us to prove the funds spent on building our Security Operations Center provide value to our stakeholders, the City of San Diego, CA.”

Gary Hayslip, Chief Information Security Officer, City of San Diego

### How FireDrill works: Snapshot

FireDrill mimics real-world attacks and safely conducts test attacks and security validation scenarios on active, dynamic environments. Continuous, automated network stress-testing assures that your deployed solutions are protecting as you intended. Whenever gaps are detected in security workflow processes or malfunctions are identified in specific products, FireDrill offers best practice mitigation recommendations.

FireDrill allows you to continuously improve your security practices and process, including:

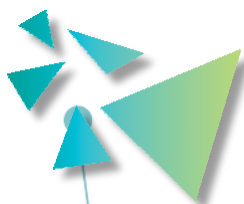
- Helps reduce the cost, time, and effort required to mitigate risk on an ongoing basis
- Can dramatically reduce alerts from SIEMs and security devices
- Near real-time visibility of security gaps and impact of technology security controls
- More quickly and confidently roll out new solutions throughout the enterprise
- Shift from reactive to proactive security with early-warning control degradation signs
- Validate and refine incident response procedures and pre-emptively identify risk
- Prioritise workflow to fix blind spots before they lead to incidents
- Accelerate remediation with evidence of exactly what is wrong
- Perform continuous automated testing as your network changes



Click here to  
watch the video



Secure  
your business



# AttackIQ

## How AttackIQ works – Deep dive for the technically minded

### Attack Testing

FireDrill Attack Scenarios recreate prominent, high-profile major breaches such as Target, Sony, Home Depot, and TV5Monde, utilising a wide range of real-world attack methodologies practiced by nation-states, insider threats, and organized cybercriminals. FireDrill also performs attack replays using captured intelligence from PCAP and STIX files.

### Defensive Capabilities Testing

Validation Scenarios are product-based, designed to verify point-product effectiveness and demonstrate the ROI of a particular security tool or solution. Validation Scenarios can support head-to-head technology assessments to compare one product's performance against another for consideration of new product acquisition or reconsideration of existing product subscription renewal.

With dozens of individual security technologies deployed across your enterprise, how do you know that everything is working correctly? FireDrill's Technology Scenarios test your point-product solutions for proper functionality including:

- Firewalls
- Anti-Virus
- Intrusion Detection Systems
- Intrusion Prevention Systems
- Data Loss Prevention Systems
- Content Filtering Systems
- Advanced Endpoint Detection Solutions
- Network changes



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# Auth0

## Technology type: Identity and Access Management

### What is Auth0?

Auth0 provides a universal authentication and authorisation platform for web, mobile and legacy applications. Building, maintaining and scaling identity management is complex, expensive, and difficult. Auth0 can do this for you and increase revenue, minimise risk, and reduce the sales cycle. Auth0 helps across new and existing apps for B2C, B2B and B2E use cases.

### What's the advantage?

#### Built for speed

94% of Auth0 customers are up and running within one month. Auth0 enable organisations to get their authentication up and running quickly, through SDKs and pre-built integrations with most identity providers.

#### Identity for tomorrow, today

Auth0 works for every company, industry, application and use case, and every development stack, source of identity and deployment model

## Platform scale and performance

Built on verified industry standards like LDAP, SAML, OAuth, OpenID, OpenID Connect, and JWTs, Auth0 secures billions of logins every month.

## Identity your way

Auth0 won't hold you back - you can customise, configure and extend it platform capabilities with Rules and Extensions. Auth0 can integrate with anything through either an API or Industry Standard.



Secure  
your business

# Auth0

## Benefits of each case

**B2C:** Increased conversion and a richer experience for the end users of your app

Smartly engage with your users with actionable intelligence based on their profiles, trends and analytics. Customise to fit your brand and business goals.

**Increase consumer adoption, conversion and revenue**

<https://auth0.com/b2c-customer-identity-management>

**Supporting sales and marketing teams**

<https://auth0.com/b2c-customer-identity-management>

**Speed to market**

<https://auth0.com/b2c-customer-identity-management>

**Reduce risk of a breach**

<https://auth0.com/docs/anomaly-detection>

**B2B:** Easier Identity Management for your Business Partners

Speed your time-to-value by giving your customers enterprise identity integration, frictionless SSO across your products and adaptive authentication with MFA and Anomaly Detection. Quickly.

**B2E:** Increased Collaboration, Efficiency & Productivity for Employees

**Increase Enterprise adoption, conversion and revenue:**

<https://auth0.com/b2b-enterprise-identity-management>

**Speed time to market & reduce engineering (plus helpdesk) time and costs:**

<https://auth0.com/b2b-enterprise-identity-management>

**Increase employee efficiency**

**Ensure customer security/governance requirements are met:**

<https://auth0.com/docs/extensions/authorization-extension/v2>





Secure  
your business

# Auth0

## What are people saying?

“Having an application which we can funnel through all of our identity certainly is going to help us to achieve some of the objectives that the GDPR had set out, and we certainly see Auth0 as being a core part of achieving those objectives.”

[Juan Louw, Nando's Applications Manager](#)

“Auth0 was the only vendor that supports multiple protocols and handled the translation from one protocol to another seamlessly.” [Amol Date, Product Manager, Jet Privilege Private Limited](#)

“We have a lot of work to do in order to be able to unpack our legacy permission system. That's the reason I wanted to use Auth0 in the first place, enabling the Dev team to focus on the hard stuff rather than the easy stuff.”

[Director of Dev Relations, Digital Marketing Software](#)

“The combination of the rules and mapping capabilities in the Auth0 platform makes it easy for us to work with any data in any format. Best of all, we don't have to ask our customers to send data in a different format, and we can customise the SSO to meet their needs.”

[Cris Concepcion, Engineering Manager Safari Online](#)



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more



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Ventures website



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Twitter channel

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# BigCommerce

## What is BigCommerce?

BigCommerce is the world's leading cloud ecommerce platform for established and rapidly-growing businesses. The platform powers commerce for more than 60,000 retailers in 120+ countries, including Fortune 1000 and industry-leading brands like Assurant, Ben & Jerry's, Paul Mitchell, Skullcandy, Sony and Toyota.

## What's the advantage?

BigCommerce delivers enterprise functionality, an open app ecosystem and market-leading performance, enabling businesses to grow online sales with 80% less cost, time and complexity than on-premise software.

## How does BigCommerce work - Snapshot

The BigCommerce platform gives brands everything needed to build and grow an online business, including modern ecommerce templates, a full-featured CMS, native omnichannel tools to sell on leading marketplaces and social platforms, integrated payments, shipping and order management capabilities and more.

## How does BigCommerce work – Deep dive

BigCommerce features an open, scalable SaaS architecture designed to seamlessly integrate with any business. Enterprise features include:

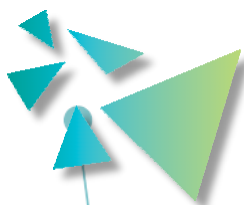
**Native, pre-built integrations** to connect to existing ERP suites, PIM software, OMS solutions, POS systems and leading marketing automation tools

**A powerful API** designed to transfer data in real time providing businesses access to Product, Customer, Orders, Payment and Shipping Data.

**A thriving app ecosystem** where merchants can access hundreds of integrations with best-of-breed technologies, built by BigCommerce and partners.



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# BigCommerce

## What are people saying?

"We love the searchability of our products on BigCommerce, which was a huge reason we picked the platform. Our revenue has grown 45% YoY."

Sarah Hoffman, Online Sales Director, Precision Camera

"Thanks to BigCommerce's open API, we're building out more customisations that are making our online store even more effective as a sales tool."

Myles Fleming, Business Manager, Kidstuff

"BigCommerce is always adding features and staying on the cutting edge of ecommerce. We've experienced a 400% increase in revenue since launching on the platform."

Michelle DeLoach, Owner and Founder, Revelry



[Click here for more](#)

Liberate  
your workforce

# Boomtown Relay

## What is Boomtown Relay?

Relay is an intelligent platform for technology support and customer service that enables you to deliver simple, predictive, and personal experiences at scale. Relay is powered by the Relay Technology Index, the most comprehensive global index of business technology currently available.

The Relay Technology Index combines a universal technology dictionary with curated knowledge and insights from millions of support interactions. Relay uses artificial intelligence and bots to distill and deliver this knowledge in concise and digestible conversational responses to your agents or directly to your customers across the communication channels they use every day.

Each interaction in Relay is utilised to understand each customer's technology profile resulting in personalisation and efficiency. The more you use it, the smarter it gets. Relay also has an expert network where you can seamlessly access remote and field services to augment your existing operations without adding headcount.

## What's the advantage?

**More efficient agents:** With a single Smart Inbox, an integrated knowledge base and seamless collaboration, your team is more efficient and can focus on helping customers instead of dealing with multiple and disconnected workflows.

**Reduced call volume:** Leverage more efficient support channels, cross-organisation ticket sharing, and FAQ automation to experience a drastic decrease in daily volume.

**Better customer insights:** Get more insight than ever before into what your customers and teams need. Use this data to continually enhance your service offering.

**Happier customers:** Faster responses, consistent quality, and flexible communication channels lead to a better support experience and higher customer satisfaction.

**Liberate  
your workforce**

# Boomtown Relay

## A few key differentiators of Relay:

**Relay Technology Index (RTI):** The RTI is the heart of Relay that combines a global technology dictionary with curated knowledge and insights from millions of technology support interactions to create a layer of intelligence that enables simple, predictive and personal experiences at scale. Boomtown has over 1,000 unique technologies in the index with over 250,000 indexed devices.

**Knowledge Library:** Relay has a library of pre-built universal Knowledge Bots that teams can use to get up and running fast without having to manually create their knowledge base from scratch.

**Integrated Expert Network:** Relay provides seamless access to a curated network of expert services – both remote and in-person – from any ticket within Relay. Services include 24/7 remote technology support and in-person field services for installations and services across the US and Canada. Teams can also dispatch field service agents from their own private networks.

**Cross-Organisation Collaboration:** Teams can share tickets internally or across organisations and can set up custom group chat rooms with vendors and partners all from one system.

## How Boomtown works: Snapshot

Relay brings all your customer conversations into one place, automates the common questions and empowers your agents with knowledge and collaboration tools to solve complex issues quickly. Relay uses modern technologies such as machine learning and conversational automation to create more efficient agents and better support experiences for your customers.

**Liberate  
your workforce**

# Boomtown Relay

## How Boomtown works: Deep dive

### Smart Inbox

Stay organised with a single queue for all your customer conversations. The Smart Inbox brings all your conversations from all channels into a single organised and prioritised queue for easy management.

Relay enables you to support customers across all communication channels and responding is the same process for agents no matter what channel it is. Easily move from chat to email to SMS to video with a single click. Use one channel or use them all with no additional agent training.

Available communication channels include:

**Chat** (website, mobile, in-app)

**Email**

**SMS**

**Phone**

**Video Chat**

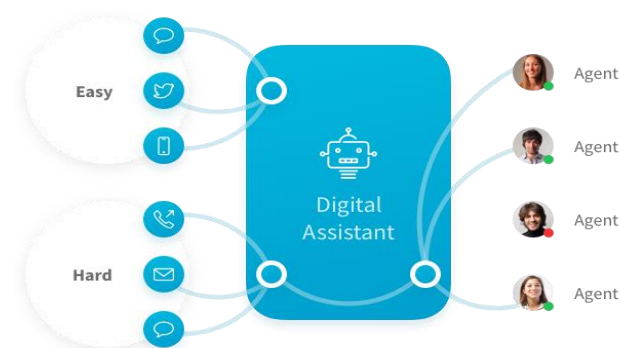
**Social & Messaging** (Facebook, Line)

**Web Schedulers** (online schedulers synced to your calendar for scheduled events)

### Support Automation

The historical challenge is that support team hiring has typically grown in lock-step with customer contact volume through each technology evolution. Artificial intelligence is here to help automate the low-value routine questions so that your team has the capacity to focus on high impact interactions and keep your customers happy.

Relay builds artificial intelligence into all aspects of the system to save time and create more personalised experiences at scale.





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# Boomtown Relay

## How Boomtown works: Deep dive

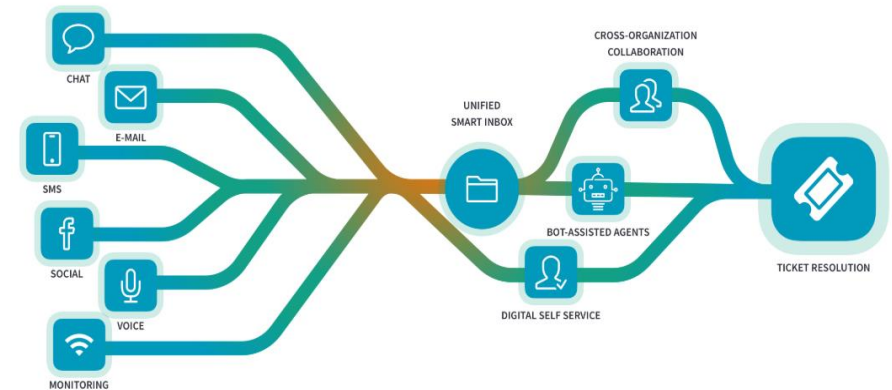
### Chatbots

Bots aren't here to replace us, they're here to help us become more efficient.

Your personalised chatbots can easily answer customer FAQs on your website or in your app to reduce the volume that gets to your team. When it's a complex question, your bots can route the conversation to the best available agent based on the conversation.

Internal agents can use the same chatbots to access a unified knowledge base across your company, which increases answer consistency and reduces training time.

Relay has a library of pre-developed bots that your team can leverage from day one or Relay can help you develop your own chatbots that are specific to your team.



**Liberate  
your workforce**

# Boomtown Relay

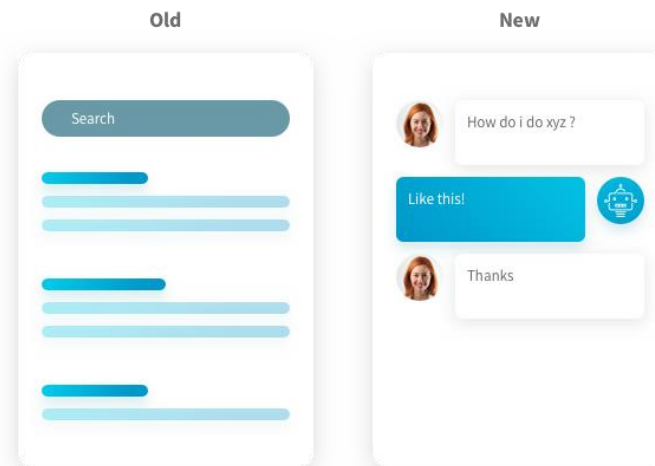
## How Boomtown works: Deep dive

### Knowledge

Your customers don't want to search through online documents to find answers. Today's on-demand culture means that customers expect answers fast and with little effort. Relay helps you distill your knowledge into concise bits and deliver answers conversationally when your customers need them.

**Internal Knowledge:** Your employees don't want to search through online documents to find answers.

**Public Knowledge:** Select what knowledge is public for your customers and make it available for self-service on your website.



**Liberate  
your workforce**

# Boomtown Relay

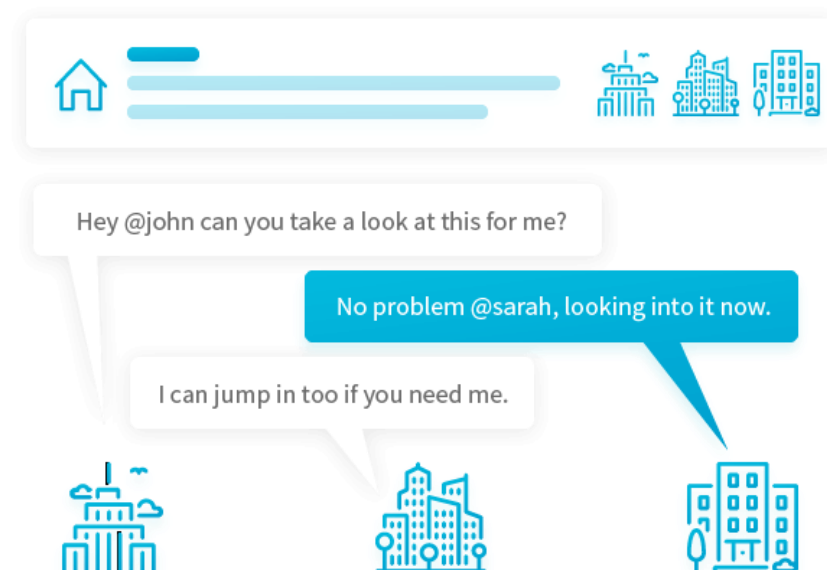
## How Boomtown works: Deep dive

### Collaboration

Seamlessly collaborate with internal teams, partners and vendors to solve problems faster.

In our increasingly connected world, agents often need input or actions from other teams – internally or in separate organisations – to resolve a ticket. However, without shared visibility of a single ticket, all context is lost during transfers and time is wasted in back-and-forth communication. Resolutions become delayed and service quality suffers.

Relay was built to bring teams together for a better collaborative support experience. Agents can easily share tickets internally or across organisations or chat with internal or external teams in customisable group chat rooms.



**Liberate  
your workforce**

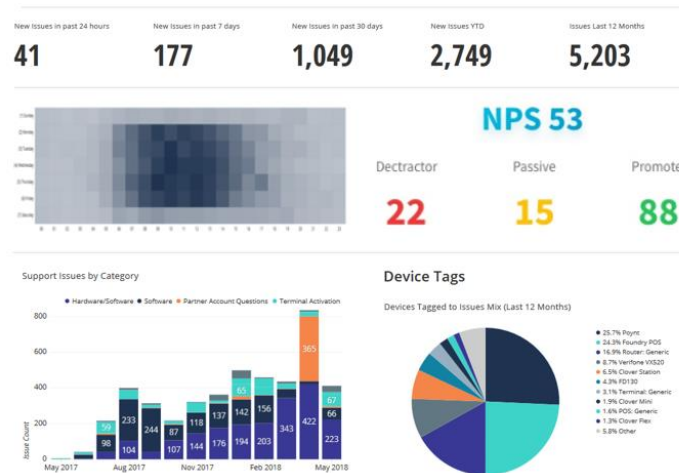
# Boomtown Relay

## How Boomtown works: Deep dive

### Analytics and Reporting

Data is only valuable if you do something with it. Relay makes it easy to take action with robust pre-built dashboards that provide insight into your agents, customers, and operations.

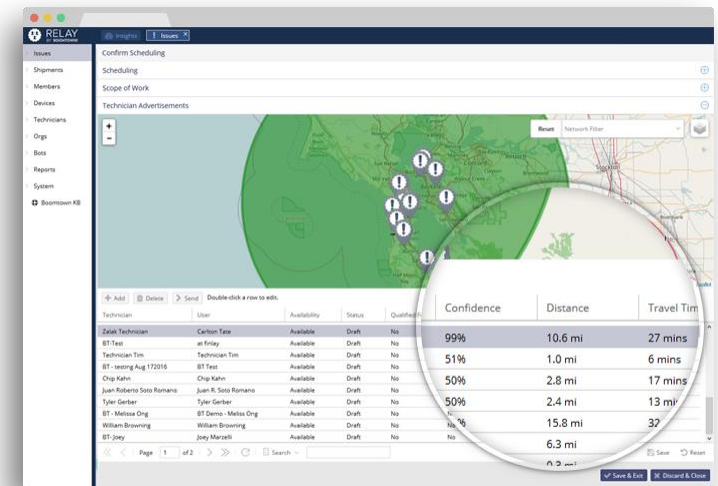
Track team performance and uncover process and knowledge gaps, better understand your customers to predict churn, and drive operational improvements in staffing, knowledge, and efficiency.



### Field Service Dispatching

For teams that manage a network of field service agents, Relay provides a unified field service management software for more efficient job management, increased field agent productivity and increased CSAT from completed jobs.

Relay uses AI and automation to help schedule more efficiently, streamline communications and empower your field service agents to deliver consistent high-quality jobs.





**Liberate  
your workforce**

# Boomtown Relay

## What are people saying?

“Our success lies in providing world class service to our customers and partners. Working with Relay makes my life easier and my employees love it. The knowledge base and self-service options allow us to take our support to the next level and we can beat any competitor out there.”

[Osama Naseer, Call Center Manager at Paysafe](#)

## Telstra use Boomtown too!

Telstra has worked with Boomtown since June 2016, as part of the Mobility Partner Program. Supporting the Connect Solutions team and Telstra’s Townsville support centre, Boomtown enables new service solutions for SMB customers like Telstra Platinum and Trades Assist.

This includes training and providing support for the customer service application Connect which is available from both the Apple and Google Play app stores. Connect is white-labeled by Telstra and is also available as a web interface.

Create  
transformative innovation

# Cape

**Technology type: Drone Telepresence and Data Management (DTDM)**

## What is Cape?

Cape builds software that unlocks the full potential of drones by allowing users to gain all of the value without any of the complexities. Through Cape's Drone Telepresence and Data Management (DTDM) System, Cape makes you and your team efficient and effective. Cape is the only cloud-based Drone Telepresence and Data Management system available today. Customers increase their productivity through the safe, reliable, repeatable and secure use of drones. Users with zero training can log into Cape's online cloud platform and connect to a drone located thousands of kms away. They can fly the drones safely with ultra low latency controls and high resolution video without touching any hardware (drones, batteries, transmitters, etc.).

## What's the advantage?

Cape is a self-service SaaS system that works with commercially available off-the-shelf drones. Cape makes it easy, safe and efficient for users to integrate drones into their daily operations. We've overseen more than 100,000 missions and users can rely on safe operation throughout the process. Users can fly a drone from a standard web browser with just a computer, keypad and mouse.

## Cape Aerial Telepresence™

With Cape Aerial Telepresence™, customers benefit from the ease-of-use and real-time streaming capabilities. Real-time streaming directly from the drone to computers, smartphones, and tablets radically changes the utility of the drone video.

## Cape Cloud

By connecting the drone directly to the Cape Cloud, the customer now has full control over security, configuration and flight data logging/reporting.

## What are people saying?

Cape Aerial Telepresence™ turns drones from a hobbyist's toy into a commercial tool.

Police have attributed up to one arrest per every three flights when using Cape technology. Commercial operations of drones have expanded from very narrowly defined single use cases into numerous use cases. They continue to expand across the enterprise business units as other departments learn of the utility, safety and ease of use. User-defined automation and the confidence in Cape's safety record remove the anxiety that enterprises previously experienced with the use of drones.

"You see things that colleagues patrolling the streets cannot see. You get to assist with efficiency, quickness and safety in places that they would never get to if it wasn't for the drone." -Lino Linares - SRGT. of Ensenada Municipal Police security defenses.

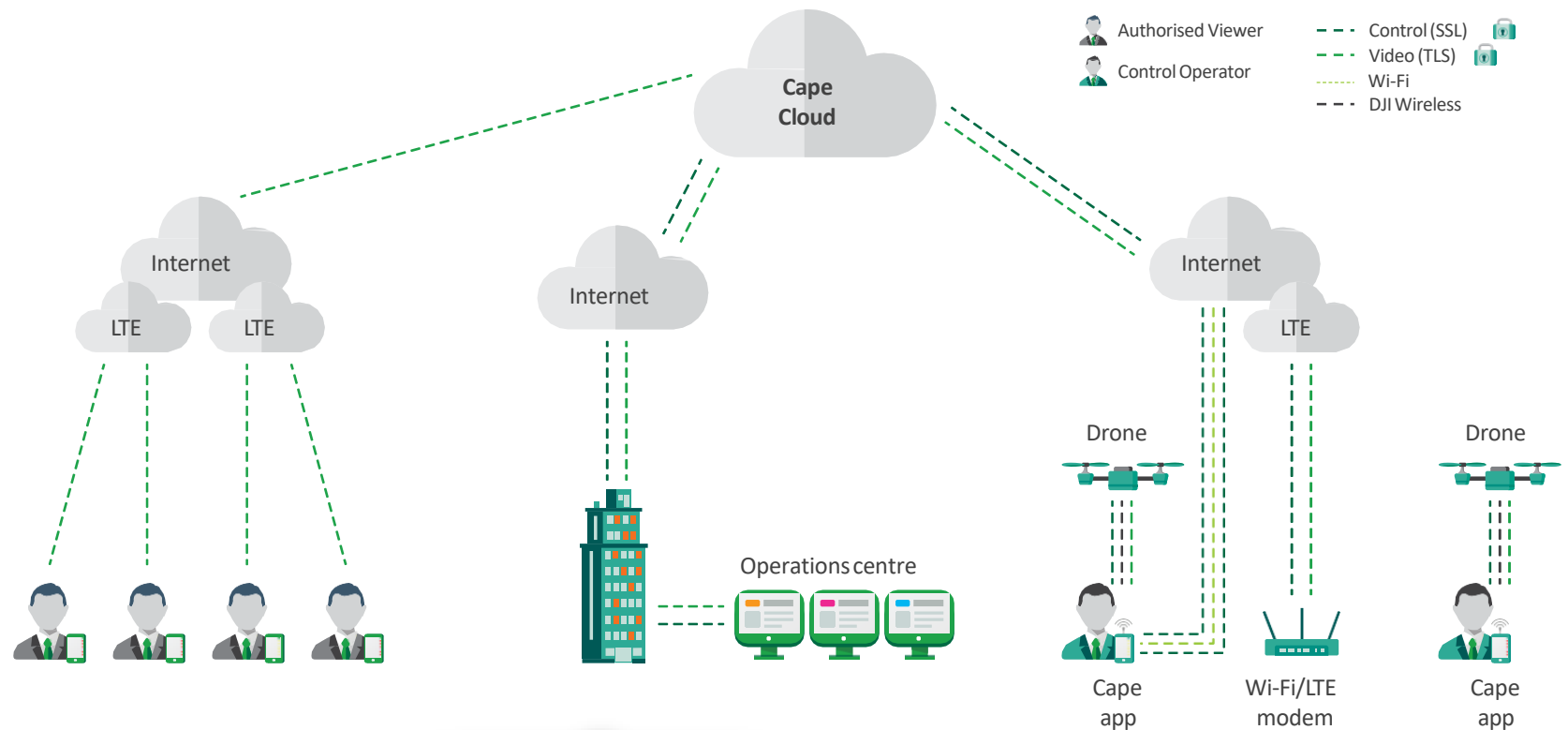
Create  
transformative innovation

# Cape

## How Cape works: Snapshot

Cape connects drones to the cloud via Cape Aerial Telepresence. This opens a world of possibilities for drone control, automation, management and security. Cape further utilises familiar controls used everyday on computers and mobile devices to control drones.

Cape's ability to provide safe operation via its user-defined automation and innovation translation of UX to drone commands provides users with the tool kit to define how drones can be used in their workflow.



## Create transformative innovation



### How Cape works – Deep dive for the technically minded

#### Cape Aerial Telepresence

Cape Aerial Telepresence is the fusion of real time control HD video streaming between a drone and any internet connected browser; no matter the distance between a drone and a user's computer.

#### Cape Cloud

Cape Aerial Telepresence, flight and video data capture/storage, and user/drone/location/flight information are all facilitated by the Cape Cloud.

#### Cape App

Cape App provides:

1. The mediation and control gateway between the drone and the Cape Cloud
2. The local control and maintenance interface for the drone

#### Security

The Cape DTDM and the Cape App work together to secure the entire drone operation.

#### Services

Cape's team of experts have been helping customers successfully fly drones around the world since 2014 using the latest in drone technology and software including Cape's proprietary technology

#### Compliance

Cape provides training specific to your regulatory domain to ensure compliance and safety for all members of the team including bystanders.

#### Telstra use Cape too!

Telstra is evaluating the use of Cape technology to expand the effectiveness of its drone tower inspection program. Standard operations are for an expert pilot to fly the drone, record the session, and provide results via pos-processing. With Cape's technology, Telstra hopes to benefit from the increased safety of user-defined automation. Telstra will greatly benefit from the ability to stream real-time video which will allow the inspector/pilot to include other participants during the inspection no matter where they are located around the city, the country or the world.



Secure  
your business

# Cofense

**Technology type: Phishing threat management**

## What is Cofense?

Cofense is the leading provider of phishing threat management for organisations concerned about human susceptibility and response to advanced targeted attacks. Cofense's intelligence-driven solutions empower employees to be an active line of defence and source of attack intelligence by enabling them to identify, report, and mitigate spear phishing, malware, and drive-by threats.

## How Cofense works: Snapshot

Cofense phishing incident response platform and phishing threat intelligence enables Security Operation Centres to respond faster to real threats, decreasing the risk of data breaches.

## What's the advantage?

### Focused customer experience

Cofense is focused on client success and implements market-leading content, support, and success programs to ensure customers have the most effective program in place. From consultative services to interactive content, Cofense focuses on customer experience and engagement.

### Dedicated service

Cofense's content team creates engaging, interactive content from video to PDF and provides valuable on-the-spot training. Cofense boasts a 95% client retention rate due to superior service and support.

### Targeted response

Cofense helps customers find real threats as they happen. The fully integrated product suite of Simulator, Reporter, Triage, and Intelligence delivers a comprehensive program. Conditioned employees report suspicious emails which are then quickly processed in Triage and vetted against external threats – the process is full circle for the best possible protection and integrates easily with other upstream security solutions to support security operations and incident response.

Secure  
your business

# Cofense

## What are people saying?

Cofense's focus on phishing behaviour management and its large market base enable it to benchmark client performance against industry performance. This capability is supported with flexible analysis and reporting capabilities. The Cofense brand is well-known throughout the security industry, and the success of its marketing program and technical innovations has established it as the company to beat when it comes to anti-phishing solutions."

**Download a free copy** of a Forrester Research study, where executives from five Cofense clients were interviewed to estimate the economic impact that Cofense products had on their organisation.



Click here to read  
the findings

## Watch Cofense in action



Click here to  
watch the video

▶ Video 1



Click here to  
watch the video

▶ Video 3

## See Cofense in action



Click to read  
Blog | news

▶ Article 1

## How Cofense works: Snapshot

Cofense's phishing incident response platform and phishing threat intelligence enables Security Operation Centres to respond faster to real threats, decreasing the risk of data breaches.

Secure  
your business

# Cofense

**How Cofense works –  
Deep dive for the technically minded**

## Cofense Simulator

A Software-as-a-Service (SaaS) solution that provides a rich environment for sending simulated phishing attacks to your staff. Users that are susceptible are immediately provided succinct training. Over 800 scenarios and a vast variety of training formats are available for you to customise. Included at no additional cost are fifteen complete CBT training modules on a variety of security and security compliance topics. Comprehensive reporting provides you with a detailed understanding of user susceptibility, trends over time, repeat offenders, and the ability to sort this data by department, geography, and cost centre.

## Cofense Triage

A virtual or hardware appliance deployed in your network – or hosted in Cofense's Triage Cloud – to harvest and analyse user-reported incidents from Cofense Reporter and other user data reports. With patent-pending technology to cluster user reports based on the context of the email and the ability to assess the reputation of the individual, Triage provides incident responders a streamlined workflow to prioritise and rapidly conduct analysis on the most suspicious emails that may be an attack waiting to occur. Your security team can use the advanced YARA editor to create rules to manage further user reporting as well as update your other security solutions with the findings of their analysis.

## Cofense Reporter

A customisable plugin to major mail clients which allows users to report suspicious emails with the click of a button. By educating your team with Cofense Simulator, you create a network of trained people, increasing the volume and quality user reports proven to provide real-time insight into phishing emails currently in your environment.

## Cofense Intelligence

A human-verified, phishing-specific threat intelligence service that allows security teams to manage and prioritise alerts, speed incident response, and stay current with evolving threats. Intelligence brings additional insights and analysis – based on phishing attacks that Cofense detects outside of your network – that complement Cofense's Triage and Simulator products and enhance your incident response program. Cofense Intelligence provides timely threat intelligence regarding the tactics, infrastructure, and other indicators used by today's phishing and malware campaigns. Your company is notified almost immediately after these attacks are launched, allowing your security team to understand, remediate, and block these threats before they affect your company.

## Telstra use Cofense too!

Telstra is currently using the full suite of Cofense Products. Simulator is being used to send out simulated Phishing emails to help train and change employees behaviour. Reporter is deployed on all company Outlook installations. Emails that are reported are then processed by the Security Operations Centre (SOC) team in Melbourne using Triage.

**Optimise  
your I.T.**



# Cumulus Networks

**Technology type: Open network operating system and actionable insight**

## What is Cumulus Networks?

Cumulus Networks is leading the transformation of bringing open, web-scale networking to organisations of all sizes. Cumulus Linux is an open network operating system for bare metal switches based entirely in Linux.

Cumulus Networks boasts flexibility, efficiency, speed and choice by unifying the stack with Linux. Instead of focusing on siloed solutions Cumulus Networks transforms every stage of the networking lifecycle including architecture, design, build, deployment and operations.

## Products

### Cumulus Linux

Flexibility and customisability enable networking teams, no matter how large or small, to operate at the scale of cloud giants such as AWS, Microsoft and Google.



[Click here for more about Cumulus Linux](#)

### NetQ

NetQ is a telemetry-based fabric validation system that gives you complete visibility and actionable insight from host to switch. NetQ reduces network management complexity, dramatically improves network uptime, greatly enhances network agility and is a critical step along the journey to intent-based networking. This modern management system upgrades network operations from a manual, reactive, box-by-box process to an automated, informed and agile one.



[Click here for more about NetQ](#)



**Optimise  
your I.T.**



# Cumulus Networks

## What's the advantage?

### Lower TCO

With Cumulus Networks, companies can reduce CapEx by 45% and OpEx by 74%.



[Click here for more about Cumulus networks](#)

### What's the Increased efficiency

By leveraging solutions such as Zero Touch Provisioning (ZTP) and automation tools (including Ansible, Puppet and Chef), network operators can drastically save time by automating configurations and operations. These automation capabilities not only save time and enable rapid deployment, but they also reduce network downtime since the lack of manual intervention prevents network errors. You can now increase the ratio of switches per network operator, allowing your company to grow exponentially and operate at the scale of cloud giants (no matter how big or small your networking team is).

## Freedom of choice

Your network's possibilities don't have to be limited by proprietary vendors' decisions. With 70+ compatible hardware platforms, complete access to the Linux kernel's offerings and multiple applications to choose from, your network's design is in your hands.



[Click here for more about Cumulus networks](#)

## Complete interoperability

With Cumulus Networks, you're working with Linux throughout the entire stack. It can integrate with tools and solutions the network team is already using – the same tools that you use elsewhere in your data centre stack can be leveraged within the network since it's just Linux.

## Reduced network errors

Increased automation leads to decreased manual configuration, which means fewer errors in your network. Cumulus Networks also focuses on creating simplified operations, decreasing room for error and making life easier for networking teams. Zero Touch Provisioning (ZTP), Network Command Line Utility (NCLU), stack unification through Linux and other features keep the network running as intended.



**Optimise  
your I.T.**

# Cumulus Networks

## What's the advantage?

### Reliable support

You can always expect quick responses, fixes and troubleshooting with the Cumulus Networks support team. The front line is composed of deep, technical engineers who can answer your questions immediately, as opposed to legacy vendors that only provide you with one point of contact, making you dependent on their schedule rather than the other way around. The fact Cumulus Networks is based in Linux means that you also have the support of entire Linux community.

### Trial

Cumulus VX is a free virtual appliance that runs on all popular hypervisors helping you preview Cumulus Networks technology.



[Click here to try  
Cumulus VX](#)

Cumulus in the Cloud is a virtual data centre where you can try open networking for free and evaluate the latest innovations from Cumulus Networks.



[Click here to try  
Cumulus in the cloud](#)

Optimise  
your I.T.



# Cumulus Networks

## What are people saying?

"It worked so well, that bootstrapping the new datacentre took us just 5 days. Think about it: the first time we ever saw a real Dell switch running Cumulus Linux was when we arrived on-site for the buildout. And yet, 99% of our code worked as expected. In 5 days, we were able to setup a LAN, VPN, server provisioning, DNS, LDAP and deal with some quirky BIOS configs."

**Alex Balk, Core Services Leader, Outbrain**

"Easy implementation, far less expensive with equal capabilities. Both pre-sales and consulting support were excellent."

**Managing Director, finance industry**

"Very customer focused company. The company has many networking thought leaders. Cumulus has invested in our combined success. They solve problems with us."

**VP of Operations, services industry**



View the  
customer page



Read more  
testimonials



Click here to hear  
from customers

## Watch Cumulus Networks in action



Click here to watch 'Cumulus  
Networks: What we do' video



Click here to watch 'Cumulus in  
the Cloud overview' video



Click here to watch  
'The S.O.U.L revolution' video



Click here to watch  
'Introducing NetQ' video

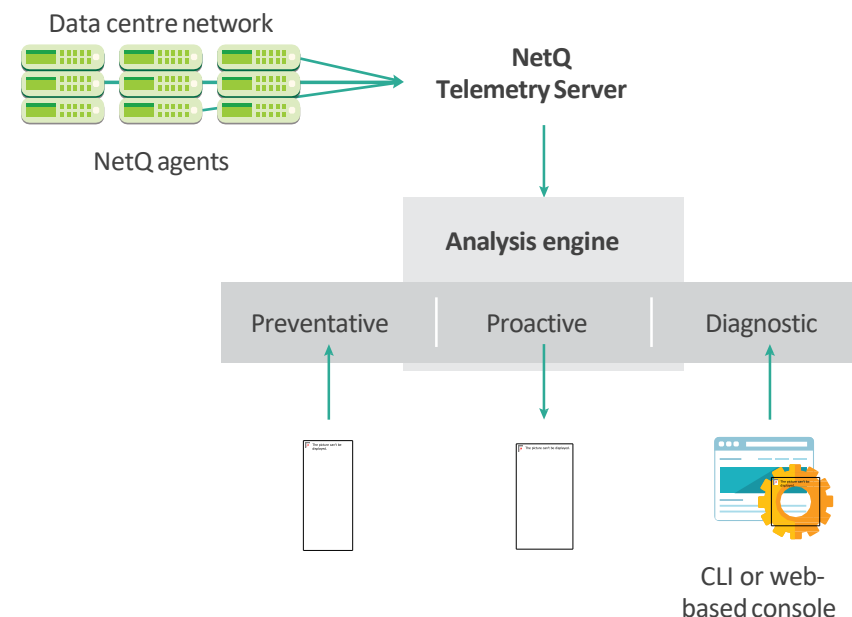
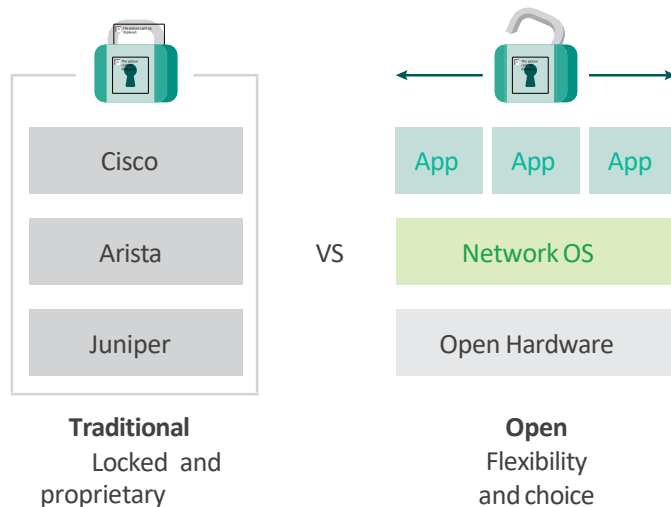
Optimise  
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# Cumulus Networks

## How Cumulus Networks works: Snapshot

### Cumulus Linux

As opposed to legacy network operating systems, Cumulus Linux disaggregates the stack, allowing for more choice when it comes to your network's hardware, software, applications and more. The fact that Cumulus Networks' NOS is based in Linux allows you to integrate any and all features in the Linux kernel, such as [Virtual Routing and Forwarding \(VRF\)](#), allowing for further customisation.







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# Cumulus Networks

**How Cumulus Networks works –  
Deep dive for the technically minded**

## Cumulus Linux features

### Ethernet Virtual Private Networks (EVPN)

Get freedom from layer 2 complexities with this modern, standards-based, interoperable technology that allows legacy layer 2 applications to operate over next-generation layer 3 networks.

### Network Command Line Utility (NCLU)

A rich and simple command line for easy network configuration and operation.

### OSPF Unnumbered

Create configs faster and simplify automation by no longer depending on unique IP addresses.

### BGP Unnumbered

Automation gets even easier with this simplified IP approach. All you need is one IP template for leaf nodes and one for the spine nodes.

### Redistribute Neighbour

Get VM and host mobility by plugging your server into any redistribute neighbour-enabled switch, making it layer 3 discoverable on the fabric. If you have to move the server, there's no need to reconfigure.

### Prescriptive Topology Manager (PTM)

Efficiently go from whiteboard to physical cable. With PTM, you can program your data centre to verify connections and resolve issues faster.

### Virtual Routing and Forwarding (VRF)

Run multiple network paths without the need for multiple switches, giving you traffic isolation and network segmentation for multiple devices.

Lightweight Network Virtualisation (LNV): Accelerate VXLAN deployments with a controller less solution.



[Click here to view  
Cumulus Linux architecture](#)





**Optimise  
your I.T.**

# Cumulus Networks

## NetQ features

### Switch agents

Network Telemetry Agents feeding fabric data to Telemetry Server.

### Telemetry server

Distributed Key-Value Store packaged as a VM. Receives data from agents.

### Fabric validation application

Validate Fabric-Wide status with a single command via the Fabric Validation CLI. Installable on Cumulus Linux or Ubuntu & RHEL hosts to query info from Telemetry Server from any node or host without logging into the network.

### Notifier

Get real-time notifications for fabric-wide changes. Notifier allows rules to redirect notification messages based on severity, device and service. For example, send all warning messages and higher to pager duty, everything else to slack.



Secure  
your business

# CrowdStrike

**Technology type: Cloud delivered  
endpoint protection**

## What is CrowdStrike?

CrowdStrike is the leader in cloud-delivered endpoint protection. The CrowdStrike Falcon® platform offers instant visibility and protection across the enterprise and prevents attacks on endpoints on or off the network. Its cloud infrastructure and single-agent architecture take away complexity and add scalability, manageability, and speed.

CrowdStrike Falcon protects customers against all cyber-attack types, using sophisticated signatureless artificial intelligence/machine learning and Indicator-of-Attack (IOA) based threat prevention to stop known and unknown threats in real time. Powered by the CrowdStrike Threat Graph™, Falcon instantly correlates 50 billion security events from across the globe to immediately prevent and detect threats.

## What's the advantage?

The CrowdStrike Falcon® platform is pioneering cloud-delivered endpoint protection. It both delivers and unifies IT Hygiene, next-generation antivirus, endpoint detection and response (EDR), managed threat hunting, and threat intelligence – all delivered via a single lightweight agent. Using its purpose-built cloud-native architecture, the Falcon platform collects and analyses more than 50 billion endpoint events per day from millions of sensors deployed across 176 countries.

## How CrowdStrike works: Snapshot

CrowdStrike Falcon deploys in minutes to deliver actionable intelligence and real-time protection from Day One. Falcon seamlessly unifies next-generation AV with best-in-class endpoint detection and response, backed by 24/7 managed hunting.

Secure  
your business

# CrowdStrike

## What are people saying?

### Hear from the analysts

Gartner Magic Quadrant for Endpoint protection positions CrowdStrike as "Visionary"



[Click here to read whitepaper  
on Software-Defined WAN for Dummies](#)

### IDC Endpoint MarketScape names CrowdStrike a Leader



[Click here to access the 2017  
IDC Endpoint MarketScape Report](#)

### Customers

"Preventing the most sophisticated attacks, this is where CrowdStrike shines. It's not just being able to detect, but it's what do we do about it when we do detect some kind of anomalous activity. CrowdStrike is right every time."

Brian Kelly, CSO, Rackspace



[Click here to  
watch the video](#)

"CrowdStrike gives us protection and visibility into threats that we had no idea were there. The simple fact is, CrowdStrike is technically strong, they do what they say they're going to do, and they stand behind their product."

Pete Murphy, CIO, Cardinal Innovations Health Care



[Click here to  
watch the video](#)

"CrowdStrike's cloud-based management platform made it possible for us to deploy across all endpoints in minutes and gain immediate protection and visibility without disrupting the flow of our business."

Mark Sauer, Head of IT and Security, TransPak Inc



[Click here to  
watch the video](#)

## How CrowdStrike works: Snapshot

CrowdStrike Falcon deploys in minutes to deliver actionable intelligence and real-time protection from Day One. Falcon seamlessly unifies next-generation AV with best-in-class endpoint detection and response, backed by 24/7 managed hunting.



Secure  
your business

# CrowdStrike

## How CrowdStrike works – Deep dive for the technically minded

### Falcon Prevent – next generation antivirus

Falcon Prevent is CrowdStrike's next-generation antivirus solution. It allows organisations to replace their legacy AV solutions with confidence. Protect your endpoints against all threat types – known and unknown, malware and malware-free.

#### Falcon Prevent provides:

- **Better protection**  
Protects you against all threat vectors, not just malware – even when endpoints aren't connected to the internet
- **Immediate time to value**  
Fully operational in seconds – no need for signatures, no need for fine-tuning, no need for costly infrastructure. Just unmatched prevention from the start
- **Improved performance**  
Near-zero impact on the endpoint: from initial installation through ongoing day-to-day use

### Falcon Insight – Endpoint detection and response

Falcon Insight is CrowdStrike's endpoint detection and response (EDR) solution. It allows you to quickly uncover attackers in your organisation's environment and remediate the situation with the help of real time visibility, forensic data and response tools.

#### Falcon Insight advantage:

- **Indicator of Attack (IOA) behavioural protection**  
Automatic detection of IOAs to identify attacker behaviour and stop attacks, with prioritised alerts sent to Falcon web management console - eliminating the need for time-consuming manual searches
- **Real-time visibility**  
Complete oversight of security-related endpoint activity, allowing you to "shoulder surf" adversary activities, even when they try to breach your environment
- **Five-second search**  
Discover and investigate current and historic endpoint activity – go back one second, one day, or even one year of activity – all at your fingertips



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your business

# CrowdStrike

- **Insight and intelligence**

Events can be contextualised by threat intelligence, providing details on the attributed adversary and any other information known about the attack.

- **Zero Impact on Endpoints**

A cloud-delivered SaaS solution, Falcon Insight deploys in seconds with near zero impact on endpoint performance – even when analysing, searching and investigating.

### Falcon OverWatch – Managed threat hunting

Falcon OverWatch is CrowdStrike's Managed Threat Hunting solution. To defeat sophisticated adversaries focused on breaching your organisation, you need a dedicated team working for you 24/7 to proactively identify attacks.

#### Falcon OverWatch advantage:

- **Threat Hunting**

Proactively hunts for threats in your environment 24x7x365 eliminating false positives

- **Alert Prioritisation**

Uniquely pinpoints the most urgent threats in your environment and resolves false positives.

- **Guided Response**

Threat hunters partner with your security operations team to provide clarity on an attack and guidance on what to do next

### Falcon Discover – IT hygiene

Falcon Discover is CrowdStrike's security hygiene solution. It provides organisations with unprecedented visibility of their environment, allowing them to identify unauthorised systems and applications in real time, remediate as needed to improve their overall security posture.

#### Falcon Discover advantage:

- **Application Visibility**

See what apps are currently running on which hosts – without impacting your endpoints. Determine when each application was originally launched and pivot to other endpoints currently running the same app to gain more context. Find usage per application or by host

- **Credential use**

Gain visibility into the use of administrator credentials across the enterprise and spot if they are being used inappropriately or out of context



Secure  
your business

# CrowdStrike

- **Identify rogue systems**

Unprotected and unmanaged systems are a weak link that can create a bridge for adversaries to penetrate your network. Identifying rogue systems helps you assess and remediate that vulnerability

- **Reduce licencing costs**

Real-time application inventory helps eliminate costly licensing fees by potentially identifying unused applications while satisfying your organisation's operational needs

## Falcon Intelligence – Cyber threat intelligence

Falcon Intelligence is CrowdStrike's cyber threat intelligence solution. Track global adversary activity with customised and actionable intelligence. Understand adversary motives, anticipate their actions, and prevent them from breaching your organisation.

## Falcon Intelligence advantage:

- **Proactive security**

Know which adversaries may be targeting your assets and organisation, thanks to CrowdStrike's strategic, operational and technical reporting and alerts

- **Be informed, not overwhelmed**

Reports, alerts, feeds and rules are immediately available, organised, and searchable via an intuitive web interface. Your defenses are enhanced, with minimal effort and maximum protection

- **Orchestrate your defenses**

Falcon Intelligence delivers well-documented APIs and feeds for integration with SIEMs, IDSes, Threat Intelligence Platforms, and more. Consume intelligence directly into enterprise systems in real time

## Telstra use CrowdStrike too!

CrowdStrike's Falcon endpoint technology is providing unique value to Telstra in its ability to detect and stop zero day exploits and malware attacks, along with hacker activity, which go undetected by legacy security technologies.

Create  
transformative innovation

# DocuSign

**Technology type: eSignature and digital transaction management**

## What is DocuSign?

DocuSign is a leading eSignature and digital transaction management solution that is delighting customers across many industries globally. DocuSign will solve your organisation's paper problems and bring inefficient manual processes into a digital future. DocuSign also accelerates transaction times, helping to deliver results more quickly, reduce costs, improve visibility and control, and delight customers.

## What's the advantage?

No more paper, fax, shipping and re-keying errors. DocuSign's Digital Transaction Management platform manages each aspect of every transaction – from preparing and sending documents to signing and managing them.

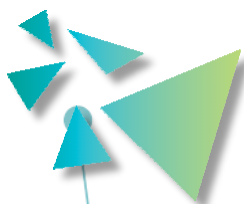
DocuSign lets you prepare documents, sign and get business done anytime, when you're on the go on your compatible device. You can even prepare documents offline via the DocuSign mobile app and have them sync when you are back online. You can even send documents in bulk and include calculated and conditional form fields, cutting down on manual steps and repetitive actions.

DocuSign helps you save time and money by removing slow, error-prone paper-based processes, and delays from missing signatures, while also removing high printing, faxing and courier costs. DocuSign allows you to maintain control and visibility over various aspects of the transaction – who can see which document, when and who can sign. Set up reusable templates so everyone in your company can access up to date documents and transaction procedures. Central document storage and reporting makes it easy to keep tabs on everything going on.

With DocuSign, your documents, data and customer information are kept private and secure. DocuSign electronic signatures contain multilayered verification and built-in tamper proof security that can be fully tracked and audited. DocuSign data security is globally recognised with ISO 27001 certification and also offers third party, cloud-based digital certificate and time-stamping integration for companies doing business in Europe, through a partnership with OpenTrust.

In a business culture that's grown to expect immediacy, DocuSign may represent the biggest improvement to customer experience of any technology today. By reducing the time and hassle to open an account and acquire your products, DocuSign delivers a 'wow' factor to your customers. In the not-too-distant future, many processes will be initiated from mobile devices and digital transaction management will be considered standard protocol.

## Create transformative innovation



# DocuSign

### What are people saying?

Download a free copy of a Forrester Report that analyses the digital transaction management market segment:



[Click here to read the report](#)

### Watch DocuSign in action



[Click here to read the article](#)

### How DocuSign works: Snapshot

DocuSign initially auto-generates an eSignature based on the recipient's name and profile. The recipient can change this signature by opting to select a preferred signature style, either sign by hand or uploading a signature image. For mobile devices, the recipient can also choose to photograph their signature with the built-in camera. Each eSignature is unique, documentable, encrypted and tamper-evident.



[Click here to watch the video](#)

### How DocuSign works – Deep dive for the technically minded

DocuSign provides you with the ability to add multiple layers of authentication to provide additional certainty of a signer's identity, including SMS, biometric voiceprints, knowledge-based questions and virtual witnessed signing. DocuSign also offers full document encryption to ensure data confidentiality; documents are stored in ISO 27001 and SSAE 16-certified data centres that are encrypted with the AES-256 standard and use 256-bit SSL document transmission.

DocuSign is ISO27001 certified as an Information Security Management System, and is currently one of the only eSignature services certified to this specification.

### Telstra use DocuSign too!

Telstra uses DocuSign for electronic signature and digital content management across ten key business units. The solution has translated into a 90% reduction in document turnaround time, \$32 average savings per document and a 50% uplift in customer advocacy.

Risk has also been reduced through centralised and encrypted contract information across field teams, sales force, back office and supply chain.



[Click here to watch the video](#)

**Liberate  
your workforce**

# GitLab

**Technology type: Open Source single data store**

## What is GitLab?

GitLab is a single application designed for all stages of the DevOps lifecycle so that Product, Development, QA, Security, and Operations teams can work concurrently on the same project.

GitLab can significantly reduce cycle time and help teams focus exclusively on building great software quickly. GitLab provides teams a single data store, one user interface, and one permission model across the DevOps lifecycle.

Built on Open Source, GitLab leverages the community contributions of thousands of developers and millions of users to continuously deliver new DevOps innovations.

More than 100,000 organisations from start-ups to global enterprise organisations, including Ticketmaster, ING, NASDAQ, Alibaba, Sony, and Intel use GitLab to deliver great software at new speeds.

Liberate  
your workforce

# GitLab

## What's the advantage?

GitLab reimagines the scope of DevOps tooling to include developers, operations, and security teams in one single application. Dramatically reducing friction, increasing collaboration and driving a competitive advantage. Doing away with context switching and having all of the necessary information in one place closes the loop and enables a better understanding of each team's needs. GitLab releases a new version on the 22nd of every month, based on features that are ready to release, which enable a rapid iteration and roll out of the vision gradually over the year. Embracing the feedback from customers, GitLab makes adjustments to their plans continuously.

### A few key differentiators about GitLab:

- **Complete DevOps out of the box** – making it possible to plan, build, test, package, configure, deploy and monitor an application in its entirety without having to integrate with or use any external tools (other than your Kubernetes cluster).
- **Review Apps** – automatically deploying an app to an ephemeral dynamic environment every time you push a new branch to GitLab. Review Apps are automatically linked to merge requests making it frictionless to validate merges as live running apps.
- **Built-in Docker registry** – enabling automatic storing and tagging of images, making it easy for developers to code, test and deploy Docker container images using GitLab CI and other Docker-compatible tooling.

- **Every change is automatically fully traceable** – back to the merge request, from dev all the way into operations.
- **Sophisticated pipelines as code** – residing in the repository next to application code. In these pipelines build steps can be set to run (or not) based on the branches that triggered it, which can be tightly controlled to only allow changes by specific groups or individuals.
- **Concurrent DevOps** – enabling teams to work on their related pipeline stages concurrently. No need to wait for handoffs between other tools.
- **Truly transparent** – customers can trust GitLab. Customers can co-create their solution. Everyone can contribute.
- **Large number of contributors** – enabling high velocity innovation.
- **Customers pay one price** for complete DevOps functionality.



**Liberate  
your workforce**

# GitLab

## What are people saying?

“A single application is appealing because I don’t have to integrate. Plus, it’s much easier to do analytics and compliance!”

[SVP IT/CTO, Financial Services](#)

“GitLab’s Auto DevOps is rad. Go from code to running in production in Google Kubernetes Engine (GKE) in moments. Each merge request spins up a review instance enabling you to preview the changes live (running on GKE, naturally), on merge your changes are pushed to prod.”

[William Denniss, Kubernetes product manager at Google](#)

“The frictionless nature of GitLab has allowed me to iterate more quickly, experiment with testing or deployment concepts and really understand what is happening in my CI/CD environment.”

[DevOps Engineer, Samsung Cloud Native Computing Team](#)

“A few weeks ago, @gordallott moved over @axiomsh to @gitlab. I was a bit tentative as my previous experience with Gitlab was just ok, but I have to say, it’s come on leaps and bounds. Code hosting, CI, docker registry, etc. - so much of what you need all in one place. All wrapped in a nice UX, including probably the most useful web push notifications I’ve come across! Huge congrats to @GitLab on the speed of their improvement and the product as it stands. Can’t wait to see where it goes in the future!”

[Co-Founder/CEO, Axiom, Inc.](#)

## Watch GitLab in action

Case studies about CNCF, Ticketmaster, Cern, Paessler AG, Equinix, University of Washington, Vaadin, Fabio Akita, Lukkien, Oohla Mobile, Charge, Cognitive Logic, and Captain Train can be found at

<https://about.gitlab.com/customers/>

**Liberate  
your workforce**

# GitLab

## How GitLab works: Snapshot

GitLab is the first single application for software development, security, and operations that enables Concurrent DevOps, making the software lifecycle three times faster and radically improving the speed of business. GitLab provides solutions for all the stages of the DevOps lifecycle: plan, create, verify, package, release, configure, monitor.



Plan



Create



Verify



Package



Release



Configure



Monitor

## GitLab self-hosted

With GitLab self-hosted, you deploy your own GitLab instance on-premise or on a private cloud of your choice. GitLab self-hosted is available for free and with paid subscriptions including:

- Core
- Starter
- Premium
- Ultimate

Every feature available in Core is also available in Starter, Premium, and Ultimate. Starter features are also available in Premium and Ultimate, and Premium features are also available in Ultimate.

## GitLab.com

GitLab.com is hosted, managed and administered by GitLab, Inc. with free and paid subscriptions for individuals and teams.

Liberate  
your workforce

# GitLab

## How GitLab works – Deep dive for the technically minded

There are two software distributions of GitLab: the open source Community Edition (CE), and the open core Enterprise Edition (EE). GitLab is available under different subscriptions.



Click here to learn more  
about Community Edition



Click here to learn more  
about Enterprise Edition

New versions of GitLab are released in stable branches and the master branch is for bleeding edge development.

For information, see the [GitLab Release Process](#).

Both EE and CE require some add-on components called GitLab-shell and Gitaly. These components are available from the GitLab-shell and Gitaly repositories respectively. New versions are usually tags, but staying on the master branch will give you the latest stable version. New releases are generally around the same time as GitLab CE releases with exception for informal security updates deemed critical.



Click here to learn more  
about GitLab-shell



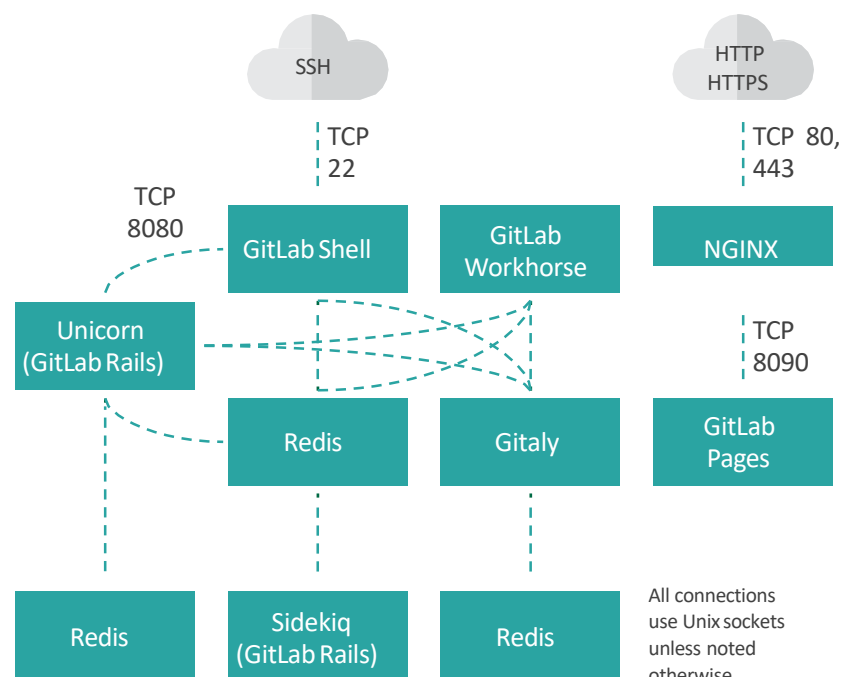
Click here to learn more  
about Gitaly

# Liberate your workforce

## GitLab

### Components

View the GitLab Application Architecture



### Install

A typical install of GitLab will be on GNU/Linux. It uses NGINX or Apache as a web front end to proxy pass the Unicorn web server.

By default, communication between Unicorn and the front end is via a Unix domain socket but forwarding requests via TCP is also supported. The web front end accesses `/home/git/gitlab/public` bypassing the Unicorn server to serve static pages, uploads (e.g. avatar images or attachments), and precompiled assets. GitLab serves web pages and a GitLab API using the Unicorn web server. It uses Sidekiq as a job queue which, in turn, uses Redis as a non-persistent database backend for job information, meta data, and incoming jobs.

### GitLab Web App

The GitLab web app uses MySQL or PostgreSQL for persistent database information (e.g. users, permissions, issues, other meta data). GitLab stores the bare git repositories it serves in `/home/git/repositories` by default. It also keeps default branch and hook information with the bare repository.

When serving repositories over HTTP/HTTPS GitLab utilises the GitLab API to resolve authorisation and access as well as serving git objects.

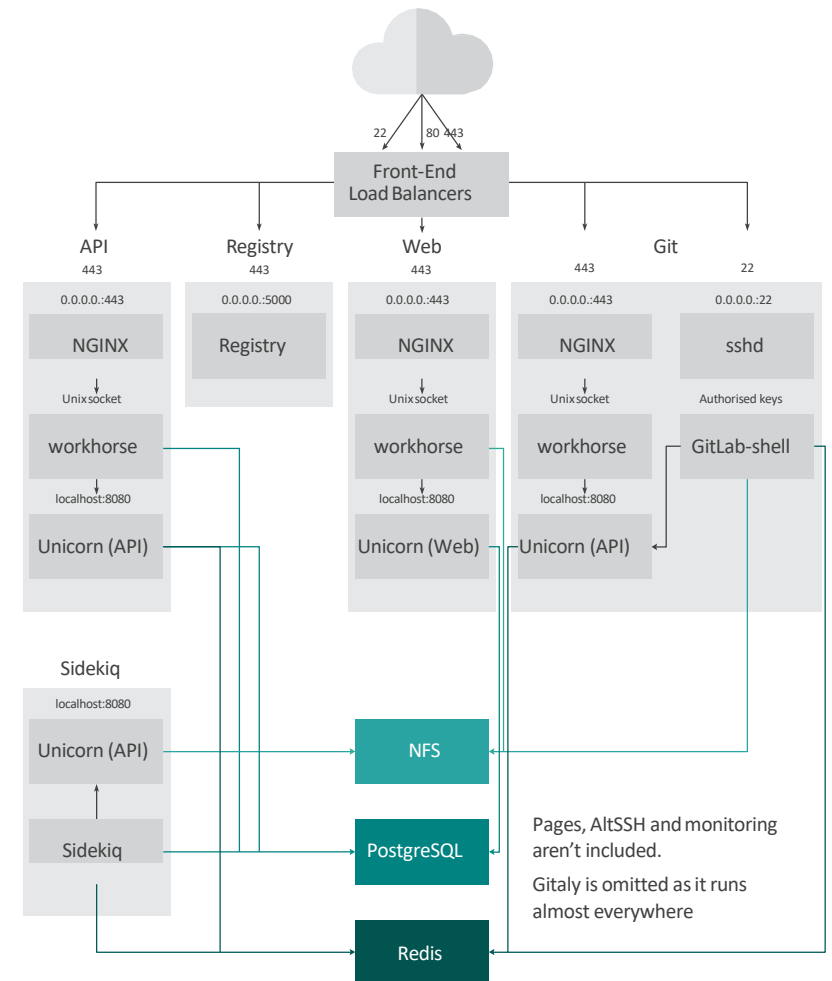
# Liberate your workforce GitLab

## GitLab-shell

The add-on component Gitlab-shell serves repositories over SSH. It manages the SSH keys within `/home/git/.ssh/authorised keys` which should not be manually edited. Gitlab-shell accesses the bare repositories through Gitaly to serve git objects and communicates with Redis to submit jobs to Sidekiq for GitLab to process. Gitlab-shell queries the GitLab API to determine authorisation and access.

Gitaly executes git operations from Gitlab-shell and the GitLab web app, and provides an API to the GitLab web app to get attributes from git (e.g. title, branches, tags, other meta data), and to get blobs (e.g. diffs, commits, files).

## Current Production Architecture





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# Gorilla

**Technology type: Video intelligence and analytics**

## What is Gorilla?

Gorilla has three key offerings, as detailed below.

### 1. Smart Enterprise (Security and safety service)

Monitor building access points with minimal human staffing, improve the safety of your customers and employees, and strengthen the security of physical assets with Gorilla's intelligent video surveillance.

Gorilla's smart building access control system includes double authentication for people management, car plate identification for park space management, and advanced video search and people tracking for locating suspects/targets.

Gorilla's solutions can be integrated with network surveillance to help with the protection of intellectual property, and provide a way to correlate illegal online activity with detectable real-world behavior.

Gorilla Smart Enterprise is currently available as a managed service running on a private cloud.

### 2. Smart Retail

Gorilla Smart Retail provides actionable business intelligence to help retail business optimise sales performance, enhancing the intelligence required to serve customers better and deliver more precise and effective marketing.

With Gorilla Smart Retail, you can:

- Identify store hotspots, check traffic floors in and out, review customer visits for times of the day and days of the week
- Correlate with POS and CRM data to build more comprehensive information about customers and their purchasing interests

### 3. Gorilla Connected Workspace

Gorilla Connected Workspace (CWS) is a production collaboration platform for distributed video. CWS is Gorilla's media asset management virtual work environment for cross-platform media creation. Users can create and share media so clients can export, view, and retrieve content faster than before. In essence, CWS is about letting others know what content you have, with a highly efficient way to locate and transfer it for editing or publishing (via third party systems).

Today the CWS platform is housed on Amazon's AWS, supporting media projects starting at a minimum of three months. Subscription length and scale can be upgraded as your video business grows.

As a private cloud service, CWS can be deployed to an IDC or on-premises facility of your choosing.



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# Gorilla

## What's the advantage?

### Smart Enterprise

- Collect actionable Big Data by retaining all activities that impact your organisation, whether used for knowledge management, legal compliance or risk management
- Convert Big Data into a human readable form by transforming unstructured video (and network content) into structured data ready for Big Data Analytics
- Extract security or business intelligence for your business by linking all pieces of video (and correlating it with network intelligence) to form a complete picture that enables you to take action

### Smart Retail

Store Analytics and Targeted Advertising Services

- Enables you to make better decisions about improving store layout, product positioning, and placement of in-store advertising
- Make A/B comparisons between the performance of the same store at different times or different stores over the same time
- Access the information you need from a single dashboard, or output data for reporting to others

### Loss Prevention Services (Extension)

- Reduce risk from theft and intrusion through more stringent access control and entry/exit monitoring
- Strengthen security protocols and improve speed of response through advanced video technologies
- Faster correlation of time, location, car, and other information for quicker evidence gathering and response

### Employee Training (Extension)

- Provide 24/7 access to training content and corporate information, advertising and product information, available on employees' own BYO devices

### Gorilla Connected Workspace

- Ultra-efficient distributed content management
- Optimise your global media workflows
- Manage content under one roof
- Own a system without the hassle of maintaining a system
- Share and collaborate with the click of a mouse



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# Gorilla

## Watch Gorilla in action

Use cases are available on request

## How Gorilla works: Snapshot

### Smart Enterprise

Gorilla is integrated within a building's access systems, and security staff will receive automated notification of any denied access alerts. Security managers or administrators log into the system to register new employees/customers to the white-list database. They can also log into the system to perform search requests as part of 'person location' video searches. In addition, they can use the system to manually search video content and export event logs.

### Smart Retail



Click here to  
watch the video

### Gorilla Connected Workspace



Click here to  
watch the video

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# Gorilla

## How Gorilla works – Deep dive for the technically minded

### Smart Enterprise

Smart Enterprises are differentiating themselves and driving competitive advantage through Big Data and Analytics. Gorilla's Video Big Data and Analytics platform, featuring Intelligent Video Analysis applications, helps enterprises to uncover customer insights by analysing captured surveillance video, providing a deeper knowledge of customers in order to deliver better service and create more precisely targeted marketing.

### Smart Retail

Gorilla Smart Retail is available as a managed service, provided as a private cloud deployed to an IDC or on-premises facility. Gorilla's Store Analytics service is also available via public cloud.

Gorilla's Smart Retail platform includes the following components:

- **Store Analytics** leverages video analytics technology to measure and analyse store performance.  
Technologies include:
  - » People counting and conversion calculation
  - » Heat maps
  - » People dwell time
  - » Area occupancy calculation
  - » People traffic flow
- **Targeted Advertising** is a signage platform for analysing viewer information and automation of content delivery according to demographics:
  - » Gender and age detection
  - » Dwell time
  - » Content scheduling
  - » Demographic-specific content delivery

## Create transformative innovation

# Gorilla

Loss Prevention and Employee Training modules are available as add-on extensions. These are currently available as private cloud managed services. Gorilla also provides other signage and security services that suit the retail sector.

- Loss Prevention
  - » Event detection and automated notifications
  - » Post-event video search for suspects/targets
- Employee Training
  - » Mobile app for delivery/access to video content
  - » Training course scheduling and management
  - » Training content editing
  - » Quiz editor for testing via mobile app

### Gorilla Connected Workspace

As a public cloud service, you simply choose the package you require, process your payment and access your online account to begin their service.

If you want Gorilla CWS as a private cloud service, these processes are typically followed:

- Confirm target customer user scenario
- Confirm service backend location
- Self-owned server farm / local IDC partner / leverage public cloud
- Estimate initial service capacity
- Define overall architecture integration flow
- Verify infrastructure readiness
- Network, (Virtual) Machines, OS, Application Traffic, Firewall
- Conduct service deployment and verification
- (Optional) Service Operation Education / Training
- (Optional) Service Troubleshooting Education / Training
- (Optional) Define maintenance / support flow



## Create transformative innovation

# HeadSpin

### Technology type: Mobile application testing platform

#### What is HeadSpin?

HeadSpin is an iOS and Android app testing platform with that allows enterprises to test and monitor apps on over 1,150 real mobile networks in 72 cities and 29 countries. As there is no need to add any code, the testing process can be seamlessly integrated into an existing workflow.

The HeadSpin Platform was created to provide real world network metrics for testing around the world – whatever the stage of app development. With HeadSpin’s actionable data, organisations can find and fix any problems before release to ensure apps work seamlessly for all users in different parts of the world.

#### What’s the advantage?

- Real world user experience and network testing at any phase of the app development process
- Test and optimise globally before launch to ensure apps work in countries with slower cellular networks
- Increase retention and usage rates of apps by fixing issues before users can experience the

### Benefits

- Find and fix problems before launching apps
- Continuous testing on real devices and carriers
- Real user environment, no simulation
- No rooting or jail breaking devices
- Monitor API and server endpoints continuously from real carrier devices
- Launch high quality apps – boost retention, adoption and revenues

### How HeadSpin works: Snapshot

HeadSpin gives organisations the ability to see what users experience:

- Collect data from apps and mobile websites on real carriers and in real cities around the world
- Capture network data including HTTP and HTTPS with a correlated video feed
- Automated data analytics and reporting
- Allow both developers and QA teams to run tests and monitor results HeadSpin is a tool every team member can use

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# HeadSpin

## How HeadSpin works – Deep dive for the technically minded

### Testing

Achieve complete global network visibility from prelaunch through every build.

### Automated API

Automate app testing to compare real world network performance on a global level. Aggregate network metrics to find performance trends build over build.

### Monitoring

Obtain complete endpoint monitoring for all production apps. Use HeadSpin's near real-time monitoring to understand how apps are performing.

### Remote Control

Get complete control over real mobiles on the HeadSpin Platform. This versatile product allows organisations to remotely SMS, Message, Voice Call or Test App Performance from a keyboard and mouse.

### HeadSpin Concierge

HeadSpin Concierge is a premium support service, designed to improve chances of success. It is a global team of highly technical mobile users around the world. Each Concierge is trained to look for network, performance and user experience issues with mobile apps, websites and connected devices.

In addition to live, real-world field testing, customers also receive:

- Complete access to the actionable analytics platform for capturing and reviewing their data
- Premium support from the Concierge Team who will help troubleshoot app and mobile website issues
- Detailed User Report with expert advice for Security, Usability, Network Usage, Localisation and Accessibility, full of actionable advice and insights

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# HeadSpin

## Additional capabilities

- Self-contained, on-premise deployment
- Can be integrated into any cloud controller
- Upcoming audio remote routing capability
  - » Enables full voice communication on the remote device
- Integrated with Pager Duty, Nagios and other systems
- Carrier data plan monitoring and alerts
- Quick keys and maintenance mode (restart)
- Supports operating system upgrades on devices
- Supports VPN software on devices
- Authentication support for device management

## Optimise your I.T

# Incorta

### Technology type: Enterprise Analytics Software Platform

#### What is Incorta?

Incorta is a powerful enterprise analytics software platform that enables companies to move from transactional data directly to meaningful business insights at speeds unheard of in the current analytics market.

It reduces from months to only days the time required to roll out new analytics applications, and reduces query and reporting times from hours to seconds.

#### What's the advantage?

By aggregating complex business data in real-time, Incorta eliminates the need for data modeling or unnecessary Extract Transform Load (ETL)—traditional, expensive business intelligence (BI) processes that are complex and brittle, and create the most work for any BI project. As a result:

- From implementation to insight, Incorta is more flexible and accurate—and up to 100 times faster—than other solutions.
- Incorta's near real-time reporting enables open, secure access to up-to-the-minute data stored across databases and enterprise applications.

- Incorta goes beyond delivering only top line results in aggregate; it also lets users easily drill into corresponding transactional details stored within mission-critical applications or source systems, such as ERP or CRM.
- Incorta returns query results in seconds—even on complicated, join-intensive queries—to encourage a more nimble, exploratory conversation with data.
- Incorta empowers non-technical business users to truly self-serve their analytics needs—a flexible, intuitive user interface (UI) coupled with powerful business schemas let them analyse data and uncover insights on their own.

#### How does Incorta work – snapshot?

Until now, analysing large volumes of complex business data spanning ERP, cloud applications, and other business systems required the construction of a costly, time-consuming data warehouse. And the only way to normalise the data from these multiple sources, understand their relationships and perform analytics at scale was via data modeling.

With Incorta, you get real-time aggregation of large, complex business data—in its original form—without needing data modeling or unnecessary ETL.

- No data model design
- Data loading in real time
- Sub-second query response times
- Ability for users to answer any question at any time
- Pluggable data sources
- Inherited application security

## Optimise your I.T

# Incorta

### How does Incorta work – Deepdive?

Incorta brings together three important database technology developments in an exciting new way.

- Incorta loads full copies of enterprise application data—all of the data— into memory, without needing data modelling, data flattening, or advanced schema development, and without losing any tags or metadata.
- Incorta uses columnar compression to make that data searchable quickly, at massive scale.
- Incorta joins data from multiple tables using the source data's own tags.

With Incorta, there's:

No data modelling delay. Incorta extracts data from enterprise applications without needing schema development and database modelling. It creates an in-memory, near-perfect mirror of each source database, and all changes to source system data are inherited on the next refresh.

No data fidelity loss. Because it retrieves and stores all source data, Incorta provides source-level granularity that enables business users to click through and explore, down to the same level of data resident in the core transaction system.

No loss of data security. Since all security and permission attributes are present with the mirrored data in Incorta's in-memory data mart, governance is preserved.

In addition, Incorta is built on a modern data infrastructure that leverages open standards to seamlessly integrate with Spark for advanced data transformations, machine learning, and predictive analytics.



## Optimise your I.T

# Incorta

### What are people saying about Incorta?

Broadcom Sr. Manager of BI Ajit Oak — “It used to take 8 to 12 weeks to get a report from request to production. With Incorta, business users can do that on their own, instantaneously. ... Due to Incorta’s self-service capabilities, IT no longer has to predict what business users are going to ask, but can instead create flexible frameworks that let business users slice and dice the data themselves.”

Shutterfly, Inc. VP of Supply Chain Josh Miller — “The best money I’ve ever spent. ... The greatest thing since sliced bread for a supply chain leader.”

Guittard CIO Daniel Lim — “Right now, using Incorta, we’re able to manage our supply chain much more efficiently and effectively than ever before.”

Shutterfly, Inc. Director of Supply Chain Management and Procurement Rachel McCutcheon — “Before Incorta, buyers and planners on my team spent hours every day running reports. Now, we can get that information from Incorta in less than a second.”

Fortune 10 Consumer Electronics Manufacturer Sr. Engineering Manager — “It’s very easy for a non-technical user to create and format the report themselves, without needing help from technical resources.”

Google Head of User Growth and Analytics Ken Rudin — “Incorta is the first time I’ve seen real innovation in this area since 1988.”

Eckerson Group Director Dave Wells — “Incorta revolutionises the data analytics market by making all the data it manages—enterprise data, Big Data, external data—available in one place, in its raw form, so we don’t have to undertake any data transformation operations that damage its analytic value.”

Optimise  
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# Instart

**Technology type: Website and App delivery platform**

## What is Instart?

Instart is a platform designed to make the delivery of websites and applications fast, secure and easy. It's the world's first endpoint-aware application delivery solution.

Instart's intelligent architecture provides a new way to accelerate web and mobile application performance, based on the user's specific device, browser, and network conditions.

This new breed of technology goes beyond a traditional content delivery network (CDN) to enable businesses to deliver rapid customer-centric website and mobile application experiences.

## What's the advantage?

It is a fully responsive platform, offering both flexibility and control. It provides:

**Performance** – Helps improve site-wide performance, especially on mobile through image, code and network optimisation techniques

**Ad Security** – Ability to recover lost advertising revenue from ad-blockers

**Security** – Helps protect from harmful bots that flood the site, skew data and warp search algorithms and shield from Distributed Denial of Service (DDoS), brute-force entry, and other cyber attacks

**Agility** – Use a DevOps first infrastructure allowed for self-sufficient management and deployment of new content and applications throughout network

**Support** – 24/7 global support from highly experienced engineers

## What are people saying?



➔ Find out more

## How Instart Works: Snapshot



Click here to watch the video



Optimise  
your I.T.

# Instart

## How Instart works – Deep dive for the technically minded

### 1. AppSpeed: Web and mobile application delivery for an optimum end user experience

Instart's endpoint-aware application delivery solution provides a new way to accelerate web and mobile application performance. It's intelligent architecture optimises images, HTML, JavaScript and other page elements based on each user's specific device, browser, and network conditions.



Click here to read more  
about AppSpeed

### 2. AppShield: End-to-end protection against DDoS and other cyber attacks

Malicious traffic, denial of service attacks, and data breaches are on the rise. Hackers and thieves are leveraging cloud technologies to launch increasingly larger and more sophisticated attacks. Instart Logic's end-to-end security solution adds highly scalable protection and helps defend against attacks before they reach your origin servers.

Its comprehensive AppShield offering provides protection across the application delivery path. Instart Logic is able to see traffic and threats coming from across the globe. This global view makes it uniquely positioned to learn about new security vulnerabilities and track attackers. It then uses this knowledge to help protect your applications while making them faster and more reliable.



Click here to read more  
about AppShield

### 3. AppFlex: Full control analytics, reporting, fast config updates and cache purges and APIs

Instart provides agile control over your web traffic to help you deliver a fast and innovative user experience. Gain the control and flexibility to move at the speed of business and innovate ahead of demand.

- » Advanced analytics with up-to-the-minute granularity. Slice and dice the data to time period, device type, content type, browser, or geographical location
- » Self-service Portal and APIs allow you to quickly add a new domain, change cache settings, and otherwise modify your configuration



**Optimise  
your I.T.**

# Instart

- Sub-second cache purges allow you to update content immediately and remove it from all network caches. Cache purge requests are processed and propagated across the CDN almost immediately



[Click here to read more  
about AppFlex](#)

## 4. Content Delivery Network: World-class CDN foundation

Instart's CDN foundation optimises the delivery of content and applications across a range of devices across both wired and wireless networks. It provides DevOps teams with the ability to manage application delivery via a web-based portal or Application Programming Interfaces (APIs) for complete control. All it takes is a Domain Name System (DNS) switch, and you can be up and running with the service in as little as 15 minutes.

With Instart's CDN, you can:

- Optimise the user experience through geographic distribution of caching and network-level optimisations, such as the proprietary ITP network protocol

- Distribute load (freeing up capacity and lowering delivery costs) by offloading your origin
- Improve reliability (always on reliability, management of traffic spikes and more)



[Click here to read more  
about Content Delivery Network](#)

## Telstra use Instart too!

Telstra will be using Instart to optimise, monetise and deliver managed websites and web applications. Those that are currently on trial include:

- Australian Football League (AFL)
- Skynews Australia
- BigPond Movies

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transformative innovation

# Kony

## Technology type: Mobile application development

### What is Kony?

Kony is a multi-edge enterprise application platform that allows you to deliver rich mobile apps to your customers or employees – quickly and easily. ‘Write once, run everywhere’ technology makes deployment a breeze.

With Kony, you can design, build, deploy and manage innovative apps across multiple devices (compatible desktops, smartphones and tablets), across all major operating systems (iOS, Android and Windows) and multiple deployment modes (HTML 5, mobile web and native).

Each product in the Kony suite is feature-rich and standalone, but achieves maximum value and potential with full SDLC adoption. Kony also offers pre-built apps that make it easy to get your mobile strategy up and running quickly and without compromise.

#### Kony Visualizer

Multi-edge app design and development with cloud collaboration and WYSIWYM technology.

#### Kony Studio

Enterprise-grade platform to develop and deploy multi-edge web, native, hybrid, and mixed-mode applications.

#### Kony MobileFabric

Unified, open standards-based mobile infrastructure services that easily integrate and support back-end systems.

#### Kony Management

Intelligent, context-aware enterprise mobility management that secures apps, devices, user, and content.

#### Kony Apps: Ready-to-run apps / App accelerators / Custom apps

With Kony Apps, you can build or buy the perfect app for your business. Whether you choose Kony’s ready-to-run, custom, or app accelerators, you will reduce time to market, meet user expectations, and drive measurable business results. Kony Apps are fully customisable, easily integrated, highly secured, scalable, and business-ready with reporting and analytics.

#### Kony Marketplace

An online exchange enabling the business to take advantage of ready-to-run apps, modules, design templates and components from Kony and Kony’s rich partner ecosystem of third party Independent Software Vendors (ISVs) and System Integrators (SIs). Users can discover pre-built apps, accelerator apps, design templates and modules that can be reused and assembled using Kony Modeler, Visualizer and Studio.





## Create transformative innovation

# Kony

### What's the advantage?

- From industry leadership to market disruption, improving customer engagement to discovering new revenue opportunities, mobile applications are a catalyst for innovation and growth. Kony will help you to:

#### Save time and reduce costs

App development and support costs are greatly reduced as Kony provides developers with the ability to build an app once (with a single JavaScript code base) and quickly deliver it across multiple devices, operating systems and deployment modes without the need for special knowledge of operating systems. This helps you to save time and optimise re-use while delivering a consistent user experience across different channels.

#### Shorten time to market

An accelerated app design process means that you are able to configure, extend, customise and deploy apps more quickly, enabling your business to get ideas out to market faster. With richer and more dynamic apps, messages can be delivered in a highly personalised and consistent manner, increasing customer satisfaction.

#### Support BYOD initiatives securely

With mobile device management (MDM) and mobile application management (MAM) capabilities, users are able to securely access critical applications while adhering to corporate policies, giving IT the control it needs and supporting BYOD initiatives.

#### Increase productivity

Cloud-based collaboration capabilities make it easy for designers, developers and business users to collaborate and receive feedback in near real-time, accelerating development timeframes and increasing productivity.

#### Future-proof your mobile strategy

Kony integrates seamlessly into your existing services and data, infrastructure, as well as third party systems, providing you full control over the deployment and management of your apps. It also future-proofs applications against operating system and browser updates, and provides SLAs that guarantee support for every device – now and in the future.

## Create transformative innovation

# Kony

### Watch Kony in action

- See how Kony is transforming apps across different industries.



Click here to learn more

### How Kony works: Snapshot

Whatever your starting point – a single-channel app or an enterprise-wide mobile strategy – Kony provides you with the framework, process, and flexibility to do what you need today while preparing for what you may need in the future.

The Kony approach goes beyond just building multi-channel applications. A multi-edge strategy requires rethinking how Kony pushes apps and content to each user based on who they are, what device they're using, where they are, what security clearances they have, and more. Kony helps you support your users' multi-edge lifestyles with an integrated platform and methodology that place equal emphasis on cross-platform development, security, and seriously amazing experiences.

### How Kony works: Deep dive for the technically minded



Click here to watch the video

### Telstra use Kony too!

Telstra created an 'HR App' <sup>[1]</sup><sub>SEP</sub> to improve staff interactions and increase efficiency when completing payroll and administrative tasks. By empowering staff to take control and access HR applications remotely, HR has seen a significant reduction in the number of enquiries coming to their department. This allows Telstra to focus on business critical issues and the end user experience has been dramatically improved.

Using Kony also helped Telstra reduce time taken to integrate the app with back end systems by 40%.

Liberate  
your workforce

# OpenGov

## Technology type: Performance Management

### What is OpenGov?

OpenGov is the leader in government performance management technology for the public sector, with modern easy-to-use cloud software for better budgeting, improved operational performance, and comprehensive open data. It is suitable for all government organisations, from the local to the state to the federal level. The Smart Government Cloud is used exclusively by public sector organisations.

### What's the advantage?

- **Modern, easy-to-use** – cloud software makes it easy for customers to implement quickly with minimal IT support.
- **Rapid innovation cycles** – are reflected in monthly automatic upgrades to the latest version of OpenGov
- **Time saving** – customers have spent 50% less time on the budget process and 80% less time on reporting
- **Better value** – 1% or more of the budget freed up for re-allocation to other priorities
- **Powerful engagement** – and greater trust with citizens

## How OpenGov works: Snapshot

OpenGov is offered in a Software as a Service (SaaS) model, where the customer pays for the solution based on the total budget size of the government organisation. There are no per user charges, once the solution is purchased it can be deployed broadly at no additional fee.



Liberate  
your workforce

# OpenGov

How OpenGov works:  
Deep dive for the technically minded

- **End-to-end budgeting solution** – OpenGov manages the entire budget process, from gaining insight into current performance, to improving collaboration on proposals and department requests during budget development, to easily publishing the final budget document.
- **Operational performance solution** – OpenGov enables organisations to achieve strategic goals and drive program effectiveness with intuitive operational dashboards and powerful performance reporting.
- **Comprehensive open data solution** – OpenGov helps organisations tell their story with data and narrative to engage the public, build trust, and unlock economic potential.
- **Better than ever** – This is all built on top of the OpenGov Data Platform, which provides integration and APIs to ingest financial and performance data from other systems throughout the organisation, reporting and analysis capabilities for more confident decision-making, report publishing, and a network to connect with other customers to share learnings and best practices.

Optimise  
your I.T.

# MATRIX

## What is MATRIX software?

MATRIX Software empowers Communications Service Providers to deliver modern, digital experiences to their customers. MATRIX provides a patented Digital Commerce platform for marketing, online sales, product lifecycle management, customer engagement, digital service delivery, monetisation, and ecosystem enablement, with the buyer experience at the centre.

With MATRIX Digital Commerce, service providers can replace outdated, complex technology and antiquated business processes with a single, real-time commerce platform that automates and streamlines operations. From innovative packaging and promotions, to simple sign-up and one-click purchases, the result is an engaging commerce experience for customers to find, buy and pay for digital services.

## What's the advantage?

The MATRIX Digital Commerce Platform is a comprehensive solution bringing together traditionally separate functions around product design and lifecycle management, customer engagement, service delivery and monetisation into a single platform.

**Service providers** can unwind the tangled web of outdated systems and cumbersome processes by moving to a modern platform that enables a single source of truth for customer transactions and a simpler, more agile operating model. With MATRIX Digital Commerce, service providers can redefine their value proposition to continuously deliver innovation, and new products and services, to their customers.

**Customers** will enjoy a seamless service experience with services that are easily customised with instant access and transparent pricing. By streamlining and simplifying how customers find, buy and pay for services, MATRIX Digital Commerce enables service providers to deliver the type of personalised experience that customers love.



Optimise  
your I.T.

# MATRIXX

## How does MATRIXX work: Snapshot

MATRIXX Digital Commerce provides a comprehensive solution to quickly set-up and run a digital services business:

**Design:** Define your digital product catalogue, build pricing via reusable templates, configure policy and control plan rules, package products into propositions and set triggers for real-time event-based promotions.

**Engage:** Deliver best-in-class digital care, including accurate balances, full transaction history, contextual push notifications and personalised products. Build loyalty and rewards programs to operate in real-time alongside cash balances and purchases.

**Deliver:** Create new digital customer journeys, with on-demand access to services while simplifying network operations and architecture by managing data, voice, messaging, content and new digital services on a single platform.

**Monetise:** Eliminate traditional silos by letting customers pay on their terms for different services instead of locking them into prepaid or postpaid payment methods. Charge and collect for services in real-time based on creative pricing and consumption models.



Click here for more  
about MATRIXX

## How does MATRIXX work – Deep dive for the technically minded

MATRIXX Digital Commerce is built upon the multi-patented MATRIXX Technology Core, delivering the only 100% real-time solution that can efficiently scale to support hundreds of millions of customers and billions of transactions a day, on premise or in the cloud.

MATRIXX Technology Core is redefining the modern, digital commerce experiences



Click here for more

Optimise  
your I.T.

# MATRIXX

## What are people saying?

"Our goal is to break the boundaries of the traditional mobile business, and to do so we needed systems and expertise to build a disruptive digital operating model. We chose MATRIXX Software as they are the leading supplier providing new and innovative solutions and technologies so that Telco's can leapfrog into the era of digital and mobile commerce."

Farid Yunus, Head of Yoodo



Click here to see MATRIXX benefit Yoodo

"Sitting behind iD Mobile is an innovative IT platform, which allows us to offer highly personalised plans to our target segment."

Sebastian James, Group Chief Executive, Dixons Carphone



Click here to see MATRIXX benefit iD Mobile

"Simply recreating existing applications as 'digital' isn't good enough... We believe that the technology developed by MATRIXX Software can help every operator achieve its transformation objectives."

Susan Buttsworth, CEO, 3 International Opportunities Development

## Telstra use MATRIXX too!

MATRIXX is the real-time digital commerce platform for Telstra's prepaid and postpaid consumer mobile business. The program has grown revenue and improved NPS, therefore prompting Telstra to become an investor in MATRIXX.



Click here for more

Create  
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# MOVUS FitMachine

## Technology type: Industrial Internet-of-Things (IIoT)

### What is MOVUS FitMachine?

MOVUS FitMachine is an Industrial Internet-of-Things (IIoT) solution that monitors the health and performance of fixed rotating assets such as pumps, motors, and compressors. FitMachine measures vibration, temperature and noise. The data is processed in FitMachine's Cloud platform using machine learning and artificial intelligence.

### What's the advantage?

The MOVUS FitMachine solution allows operators of industrial equipment to change their maintenance practices from reactive to predictive. This has the potential to help companies avoid costly unplanned downtime.

Other features and benefits include:

#### Self-learning to find the unknown

MOVUS FitMachine learning algorithms establish a baseline of the equipment condition and then monitor this 24/7.

#### Timely alerts and reports

If the condition of an asset deteriorates beyond pre-configured limits, alerts are generated and sent via SMS and email.

#### Enterprise Dashboard for mobile/desktop

Manage hundreds of assets and focus your efforts where they are needed most via the MOVUS Enterprise Dashboard.

#### Multiple equipment compatibility

Use FitMachine on a diverse range of industrial assets.

#### Fast installation, no tools required

It takes less than 5 minutes to attach, activate, and start generating equipment data.

#### Wireless communications

Use existing WiFi networks or the MOVUS industrial Gateway.

#### As-a-Service commercial model

An end-to-end solution that changes as your operational needs change.

#### Highly cost competitive

Reduce physical inspection costs, lower operating costs, extend asset lifecycle.

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# MOVUS FitMachine

## What are people saying?

"I've gone and had a look after the alert was sent to me, pump seems to be snoring (cavitation). We adjusted the speed of the pump and the snoring went away – so good pick up"

[Anglo American Moranbah North Mine](#)

"The chiller is over-condensing as the nights get cooler. Over condensing on a screw-type chiller is not healthy. The technology presented to us by Movus is 100% useful"

[Queensland Brain Institute](#)

"Alarm was sent to us and we stopped the pump. We had a pipe blowout that resulted in the pump running off the end of the curve. This explains the increase in temperature and vibration. We are very pleased with FitMachine."

[Thomas Foods International](#)

## How MOVUS FitMachine works: Snapshot

The Sensor attaches to the asset via a magnet and measures vibration, temperature, and noise. This data is processed in the FitMachine cloud using machine learning and artificial intelligence and is used to generate a profile of the current state of the asset. Once the current state is established, FitMachine monitors the asset 24/7 looking for changes in operating performance. If a change exceeds pre-set limits, it will trigger notifications/alerts to the asset operator via email and/or SMS.

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# MOVUS FitMachine

## How Movus FitMachine works – Deep dive for the technically minded

The MOVUS FitMachine sensor is housed in an IP67 rated enclosure.

The technical specifications include:

- Dimensions – 95mm diameter x 50mm high
- Operating temperature range of -40°C to 85°C
- Integrated wireless comms – 802.11 b/n/g
- Ultra-low power battery – rated for over 2 years operating time

The Sensor is activated using the MOVUS mobile app, which scans a QR code and then prompts the user to enter specifics of the asset including location, type and power rating. Once activated, the Sensor will start collecting samples and (depending on asset utilisation) build a baseline of the asset's health and operating profile. This baseline is calculated using machine learning algorithms and is unique for every piece of equipment.

FitMachine Enterprise Dashboard allows maintenance personnel to monitor the operating health of the equipment, where a FitMachine is installed. Users can access a visual representation of the data that is collected and also see historical trends. FitMachine customers like University of Queensland plan their weekly maintenance schedules around the performance data created by the FitMachine solution.



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# Near

**Technology type: ambient intelligence**

## What is Near?

Near is the largest ambient intelligence platform providing near real-time information on places, people and products. The Near platform powers Allspark, its flagship product that enables customers to visualise, engage and analyse audience data – including their location and behaviour – so they can make data-driven decisions.

The platform fuses various real world and digital data sets to help brands with audience curation, consumer insights, real-time targeting and attribution analytics.

To date, the company has more than 1 billion profiled audiences and has put it to work for marquee brands including P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

## What's the advantage?

**Multiple data sets** – proprietary location data, telco data, third-party data (including Roy Morgan, Google), app data and Wi-Fi data – power Allspark, Near's flagship self-serve product for audience curation and granular real-time consumer insights.

**Stay up-to-date with the real** - world consumer behaviour and use these insights to power marketing, business strategy and operational decisions.

**Measure ROI** on marketing spends, and use consumer and competitor insights for Out-Of-Home placements, targeting and attribution measurement.

**Scale across markets** – with more than 1 billion user profiles across the Asia Pacific region and Europe, brands can get insights across geographies.

**Brands can bring their own data** to the platform, and fuse it with existing data sets to get the complete consumer picture. First of its kind private audience cloud creation is possible in Allspark.



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# Near

## What are people saying?

Near is amongst the top five players in the location data industry worldwide, according to the latest [Technavio report](#) published for the year 2016-2020.

Near was also named as a [Cool Vendor in Consumer Dynamics 2015](#) by Gartner, and won Frost and Sullivan's 2015 Asia Pacific New Product Innovation Award (for the Location Data industry).

It was recognised as Top Mobile Startup at TiE50, Silicon Valley in 2014.

## Watch Near in action



Click to  
watch

➤ Video1

➤ Video 2

➤ Site

**Video 1:** Consumer Insights for QSRs and Coffee Chains in SEA

**Video 2:** Near's location intelligence put to work for Shell in Philippines

## How Near Works: Snapshot



Click to  
watch

➤ Video 1

➤ Video 2

**Video 1:** All about Near

**Video 2:** AllSpark Demo

## How Near works – Deep dive for the technically minded



Click here to  
watch the video

**Video:** Cleansing and extension techniques used by the Near platform to provide accurate location data

## Telstra use Near too!

Telstra uses Near's flagship product, Allspark, to create new audience segments based on customers or those of competitors. Allspark allows Telstra to understand how different audiences behave around physical stores and allows Telstra to reach out to them via mobile marketing messages. Telstra can then evaluate the effectiveness of the messaging based on the behaviour of the customers who have been exposed.

Optimise  
your I.T.

# NGINX

**Technology type: Application delivery controller**

## What is NGINX?

Powering half of the world's busiest sites, NGINX is the heart of the modern web. NGINX helps you deploy and deliver your sites and apps with performance, reliability, security and scale.

NGINX does this by providing a complete application delivery platform – NGINX Plus – that combines load balancing, content caching, web serving, security controls and monitoring in one easy-to-use software package.

NGINX ensures maximum performance and improved delivery for almost any application (whether a legacy application, traditional web app, or interconnected microservices) and equally for all types of infrastructure (bare metal, the cloud or in containers).

## What's the advantage?

**Reduce total cost of ownership** – NGINX Plus running on industry standard hardware outperforms Application Delivery Controllers (ADCs) with significant cost savings

**Eliminate vendor lock-in** – NGINX Plus software works in any environment, public or private, allowing for maximum flexibility and independence from infrastructure

**Deploy in seconds instead of days** – NGINX Plus is fully automatable using standard Linux tools familiar to DevOps teams

## What are people saying?

"We had an expensive upgrade coming with our current load balancing provider, so we looked at alternatives. We found that we could do more with NGINX Plus and do it at a quarter of the cost at most."

[Discovery Education](#)

"We tried a lot of different technologies to improve performance. NGINX Plus stood out from the beginning, and right away it did what we needed it to do. And when a new challenge came up, it still did what we needed it to do. NGINX Plus is dynamic and flexible. It works really well, and helps us achieve our goals."

[Buydig.com](#)

"The NGINX support had it figured out quickly and even tailored the solution to our environment. It worked like a champ. We worked with experienced engineers with deep expertise who were able to help in no time flat."

[The State of Montana](#)

Optimise  
your I.T.

NGINX

### What are people saying?

#### The press:

- NGINX continues to grow and expand
- NGINX also has just announced a great new product with NGINX Amplify



➤ Article 1

➤ Article 2

### How NGINX works: Snapshot



Click to watch  
the video

### How NGINX works: Deep dive for the technically minded



➤ Video 1

➤ Video 2

**Video 1:** Application Acceleration Made Easy with NGINX

**Video 2:** Why customers choose NGINX

### Telstra use NGINX too!

Telstra's Cloud Engineering teams will be using NGINX as they move towards more agile and flexible methods of application deployment. Being able to use a virtual based load balancer for application support will enable Telstra to easily build out apps that scale automatically and provide greater resilience.

Telstra is specifically looking at a scenario right now where they need to look at providing GEO load balancing across sites for the Enterprise Object Storage solution. With NGINX Plus, they could load balance applications in multiple regions and availability zones around the world to achieve high availability and maximum performance.

## Optimise your I.T.

# NS1

### Technology type: DNS and Traffic Management

#### What is NS1?

NS1 is an IaaS company that delivers intelligent domain name system (DNS) and traffic management. DNS is largely unseen by end users, but it is at the heart of the online services they use every day: every website visit, every online purchase, online gaming, music and videos.

Good DNS and traffic management ensures a high quality of experience – whether that is fast page load, fast bulk download or a smooth multimedia streaming experience. This, in turn, has a direct impact on new customer acquisition, customer retention and bottom line results.

When customers use the Internet to connect with a business, the vast majority of the time they are using a domain name to arrive at the website, mobile app, or other application. Essentially they ask a question to the Internet “where is www.example.com”. Businesses provide this answer to customers based upon how they have set up their DNS records.

DNS was developed in the early days of the Internet and whilst Internet technology has transformed over the years, standard DNS did not. With standard DNS, applications cannot detect service disruptions and will continue to provide users with a static answer – even if that answer leads to a server that is down or a less than optimal path to the requested content or application.

To avoid this problem and thus enhance the customer experience, organisations of all kinds need a modern DNS that improves the performance, efficiency and agility of their online services.

#### What’s the advantage?

**Enhanced user experience** – End users are more demanding than ever before. NS1 provides tools to optimise performance by routing users to better server options to access their content or applications.

**Infrastructure efficiency** – Managing bandwidth, content delivery and cloud resources is a growing challenge. NS1 gives organisations the tools and control they need to gain the cost and performance benefits of working with multiple infrastructure providers.

**Operational agility** – The days of manually updating DNS zones and records are out of sync with the drive to automate application and infrastructure management. Built on an “API first” architecture, the NS1 service is fully integrated with the automation tools and SDKs that power modern DevOps environments.



## Optimise your I.T.

# NS1

### Benefits

- **Dynamic traffic management** to intelligently route traffic based on conditions in the customer's infrastructure and telemetry from the Internet at large
- **Gain the advantage of multiple CDN providers** – NS1 makes it easy
- **Reduced latency and redundancy via a global, anycast DNS service operated by industry experts** – anycast allows multiple, identical, DNS servers around the world to advertise the same IP address. For all intents and purposes, the same server exists in dozens or hundreds of places simultaneously, so users can be dynamically directed to the one that will provide the optimum experience
- **Makes DNS part of the solution instead of part of the problem**

### What are people saying?

"I've never seen another DNS service quite like NS1. I feel that their data-driven approach, combined with their incredible flexibility, makes them the next generation DNS host."

Alan Schaaf, CEO, Imgur

"NS1 is a critical component of our application architecture. We've seen amazing performance from the platform, enabling us to deliver a flawless experience to our customers' end users."

Julien Lemoine, CTO, Algolia



➤ Article 1

➤ Article 2

### Watch NS1 in action



Click here to watch  
the video

Optimise  
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NS1

How NS1 works –  
Deep dive for the technically minded



Click here to watch  
the video

Driven by powerful Filter Chain technology, NS1 automatically leverages real-time user, network, infrastructure and application telemetry to send customers to the optimal end point, to help enhance customer experience.

When NS1 receives a DNS query, all potential answers to the query are looked up - for example, all a company's web server IP addresses. Within microseconds, those answers are then passed through a "chain" of filters, each of which performs a simple operation on the list of answers.

Filters make decisions based on metadata attached to each of the answers, like whether or not a server is up or down, server load, geography, and more. NS1 then responds with the optimally computed answer.

NS1's patent-pending Filter Chain™ technology also allows enterprises to easily configure complex, customised traffic shaping algorithms perfectly suited to their application and network.

The NS1 Platform comprises three services: Managed DNS, Dedicated DNS and Pulsar.

**Managed DNS** is NS1's globally anycasted authoritative DNS service (refer here for more details). Its advanced DNS architecture and traffic management capabilities enable enterprises to solve a wide range of application delivery challenges.

**Dedicated DNS** is a managed NS1 service deployed on infrastructure that is not shared by any other customer. It can be used to provide a secondary DNS service for redundancy, for private intranet DNS services, or for hybrid public/private deployments.

**Pulsar** is an optional component of Managed DNS. Pulsar leverages real-time user measurements to direct end users to the best performing end point.

**Liberate  
your workforce**

# Panviva SupportPoint

## Technology type: Knowledge management

### What is SupportPoint?

Panviva SupportPoint is an application that's designed to improve staff productivity and combat human process errors by providing moment-of-need, context-sensitive guidance to users. SupportPoint gives contact centre agents and back office employees step-by-step guidance so they can accurately and efficiently complete even the most complex task.

A powerful combination of business process and knowledge management – known as Business Process Guidance – SupportPoint acts like a GPS, determining your employee's location in any task and guiding them through the process by delivering concise, up-to-date data and directions.

### What's the advantage?

SupportPoint can help your organisation to reduce task handling times and error rates, increase employee engagement and improve process and regulatory compliance. Key benefits include:

**Performance Improvement** – employees don't have to rely on their memory; SupportPoint guides them through tasks quickly and more efficiently.

**Risk Mitigation** – employees work consistently and accurately and comply with industry and government regulations, guided by up-to-date data and directions.

**Speed to competency** – new hires are guided by best practices from the start and learn on-the-job – removing the need for lengthy training.

**Productivity Increase** – powerful context-specific search functionality improves self-service lowering supervisor to staff ratios.

**Cost Reduction** – errors and reworking are eliminated as employees are prompted to follow the right process and use the right information for every step of a task – enabling an easily multi-skilled workforce and greater talent utilisation, reducing staffing needs without affecting service levels.

**CX Advantage** – employees work confidently even across multiple, complex systems and processes to accurately resolve customer enquiries, improving customer satisfaction and helping to create more loyal customers.

**Knowledge from everyone, for anyone** – content producers and authors do not need to be specialists; anyone can easily create, maintain and update process documentation without lengthy training – and the built-in review and approval mechanism ensures stringent control and auditing.

**Higher employee engagement and satisfaction** – employees can provide instant feedback to streamline steps or highlight missing information directly to content owners, significantly speeding up the refinement of processes, reducing employee frustration and increasing staff retention.

**Liberate  
your workforce**

# Panviva SupportPoint

## What are people saying?

Blog post: A year to remember



[Click here to read  
the blog post](#)

## How SupportPoint works: Snapshot

It also delivers guidance to users in the field on any smart phone or tablet enabling your field engineers or third parties to have access to your processes and procedures, thereby ensuring brand integrity and compliance. No more need for weeks off-site learning the process, the regulation, or the application – it is all there at the touch of a button. It is used in the Service Operations Business Unit in a third party BPO facility, Global Service and Operations, as well as retail contact support centres.

**Liberate  
your workforce**

# Panviva SupportPoint

## How SupportPoint works – Deep dive for the technically minded

- Complete, turnkey, cloud-based solution
- Online administration makes adding user seats a breeze, with no IT involvement required
- Content is mobile-ready and can be displayed on any HTML5 browser-enabled device
- The platform's pre-built connectors make it easy to integrate SupportPoint with other products, such as SharePoint, Documentum, HL7, CMIS, MS Dynamics CRM, Salesforce and Zendesk
- Key information from other applications can be used to augment SupportPoint's Context Aware capabilities to streamline workflows

### There are two models:

1. Clientless – accessed via the web
2. Client downloaded to the agent screen/device

Your processes, compliance requirements, etc. are re-written into SupportPoint, using gamification practices to squash the relevant information to something with which the agent can easily interact.

Developments are continually being added via APIs on the Panviva platform, to add value to evolving business applications and requirements.

### Telstra use SupportPoint too!

With SupportPoint, Telstra has managed to reduce training by 50% and escalations in Service Operations by a whopping 80%.



**Optimise  
your I.T.**

# Qiniu Cloud

**Technology type: Cloud storage**

## What is Qiniu Cloud?

Qiniu Information Technology is one of China's leading enterprise-class cloud service providers of data-centric, scenario-based public and private PaaS services. In addition, Qiniu's multimedia solutions include an object storage platform, fusion content delivery network acceleration, general data processing, live broadcasting, computer vision-based processing (face recognition, image/text content anti-spam) and a big data computing platform.

## What's the advantage?

- Proven experience, with the multimedia-focused public PaaS service offered to over 500,000 companies and developers. There are over 200 billion images and 1 billion hours of videos currently stored in the Qiniu cloud
- High reliability: over 99.99999% data reliability for object storage and software development kits (SDKs) and application programming interfaces (APIs) that support at least 11 programming languages
- A data processing platform that offers rich online data transaction and processing ability, including image editing, video transcoding and content extractions from images or video-based computer vision technology

- A video broadcasting platform that offers a spectrum of video broadcasting solutions, including social, gaming, camera monitor, online education, live shows, VR and broadcasting
- Fusion content delivery network (CDN) acceleration offers more than 1000 accelerate nodes, in China and overseas, and covering many telecom operators. Smart dispatch of network traffic between nodes to ensure a high quality experience for customers

## Benefits

- Accelerates data transportation – upload and download
- Helps save time and cost
- Extends storage capability and bandwidth – quickly, automatically and smoothly
- Pay on demand
- Focus on core business

Optimise  
your I.T.

# Qiniu Cloud

## What are people saying?

“Qiniu provides Guangdong BBK Electronics (BKK) with stable and reliable file upload and download acceleration services, which ensures a great user experience for products and reduces BBK’s development, operation and maintenance costs. In addition, QINIUI also offers additional value-added services to traditional businesses like us; and also assists us in the transition of Internet technology. QINIUI also provides great support by using its platform resources when we look for third-party Internet partners. So for us, QINIUI is a long-term strategic partner.”

[Guangdong BBK Electronics](#)

“Meilapp has long used Qiniu’s image services. Through comparison, we finally selected Qiniu based on the following several considerations: 1) The best service reliability and availability, 2) Complete and easy-to-use API and 3) Technical support response time.”

[meilapp.com](#)

“Qyer’s links to static resources on its web and mobile app use the data services offered by Qiniu Cloud. Qiniu has maintained efficient and stable service quality, gained insight into the business needs of the travel industry, offered solutions to real scenarios, and provided the powerful support for Qyer’s product experience and business development.”

[qyer.com](#)

## How Qiniu Cloud works: Snapshot

**Qiniu Cloud includes four core products:**

1. **Object Storage:** the data (HTML, CSS, images, videos, logs) are stored on the Qiniu cloud, separate from the application server. Using this model will save the application server’s data requests and bandwidth.
2. **Fusion CDN** networks provide data transportation acceleration and caching, including static data and dynamic data. This will also save the application server’s data requests and bandwidth.
3. **The video broadcasting platform** provides both capture and player side iOS / Android SDKs and demo apps. On the capture side, the SDK will capture and push video stream to Qiniu’s broadcasting server. Qiniu then responds with a player URL that the player side uses to watch the video broadcast.
4. **The data processing platform** provides a series of API methods, including image editing, video transcoding content extractor, etc. Simply invoke Qiniu’s HTTP Restful API method and it will provide the result of data processing in JSON format.

Optimise  
your I.T.

# Ripcord

## Technology type: Robotic Process Automation

### What is Ripcord?

Ripcord is accelerating digital transformation through robotics and intelligent records management. Enterprises across all industries and functions around the world have a paper problem. Ripcord is the first company that combines robotic digitisation, machine learning (“ML”) and artificial intelligence (“AI”) to tackle the paper problem with intelligent records management.

### What’s the advantage?

**Return on Investment:** For decades, enterprises have relied on a multi-vendor process to store, digitise, index and access their records. Leveraging robotics and advanced software capabilities, Ripcord provides a single platform, enabling significant cost improvements, massive process efficiencies, and the ability to drive proficiency of your knowledge workforce to improve decisions and analysis of critical company data.

**User Experience:** Ripcord’s intelligent records management platform, Ripcord Canopy, provides a straight forward user experience that simplifies the complex functions existing within the platform. As customers gain access to more of their data, this information links together forming an ever growing “knowledge graph.” Artificial and Machine Learning models tap into the knowledge graph to uncover patterns which offer more efficient, predictable, and relevant search results. This data can be securely accessed at any time, and on any device. Business critical data can be automatically extracted and integrated into enterprise systems such as Oracle, SAP, and Salesforce via Ripcord’s API framework, thus supporting key operations within those critical enterprise applications.

**Compliance and Security:** Ripcord’s intelligent records management platform, Ripcord Canopy, provides a straight forward user experience that simplifies the complex functions existing within the platform. As customers gain access to more of their data, this information links together forming an ever growing “knowledge graph.” Artificial and Machine Learning models tap into the knowledge graph to uncover patterns which offer more efficient, predictable, and relevant search results. This data can be securely accessed at any time, and on any device. Business critical data can be automatically extracted and integrated into enterprise systems such as Oracle, SAP, and Salesforce via Ripcord’s API framework, thus supporting key operations within those critical enterprise applications.

Optimise  
your I.T.

# Ripcord

## What are people saying?

Ripcord significantly reduced the time required to assess our customer's most important assets -- their oil wells. These wells were drilled 40 years ago, and key data about their production remained trapped in paper records. Our customer was able to make strategic decisions about these assets based on our analysis - a process that took three weeks with Ripcord vs. 6 months with our tedious manual alternative. In one case, Ripcord's data enabled us to generate 3D models of 1,200 oil wells in 1 month; an effort originally budgeted for 9 months."

**Bob L, CEO, Global Energy Consulting Company**

"We generate millions of proof-of-delivery records annually and need to process them quickly for billing and revenue recognition purposes. Previously, this process required us to manage 6 vendors across 2 continents and it took up to 65 days to prepare, scan, index, OCR, store and access the records. Ripcord is not only simplifying the management of this process by consolidating the number of vendors involved, but they are also enabling us to have access to this data in less than 7 days."

**Dave M., Global Records and Information Manager, Fortune 500 Beverage Company..**

"Ripcord is making it easy for us to remain in compliance with the multiple buildings we maintain on our campus. The powerful natural language search helps my team find reports in seconds instead of days where a team of 5 people would participate in an effort to recall records stored off campus and then begin the laborious effort to search for a specific record."

**Harold B., Maintenance Manager, University of California campus**

## How does Ripcord work: Snapshot

Ripcord follows a simple three-step process to digitise and provide intelligent access to customer data

**Customer ships to Ripcord:** Upon receipt of customer content, it will be logged and tracked to maintain chain of custody records as it moves throughout the digitisation process.

**Document Preparation and Digitisation:** Ripcord organises and prepares customer records for digitisation by robots – work cells. The work cells quickly digitise each image in full colour at high resolution and produce a fully searchable PDF of each record. Records are securely stored and managed via Ripcord Canopy, an intelligent records management platform.

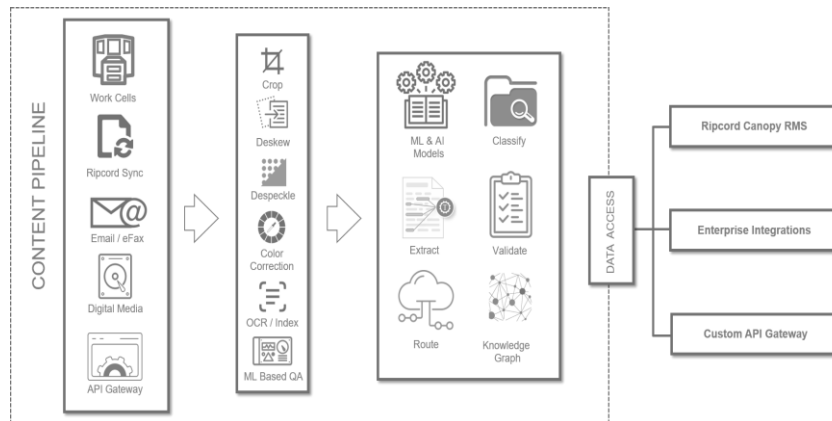
**Data access and management:** Finding that needle in the haystack is just a few keystrokes away and doesn't require searching through mountains of files. Ripcord Canopy enables customers to quickly search and locate records with keyword, Boolean and filtered search. Data can be accessed directly through Ripcord Canopy or automatically extracted and sent to enterprise applications via secure API connections.

Optimise  
your I.T.

# Ripcord

## How does Ripcord work: Deep dive

Ripcord is the first company to introduce robotic digitisation with intelligent records management, allowing customers the ability to manage their data and to extend their information securely and at enterprise scale. The company's digitisation platform was designed specifically for the purposes of enabling access to highly variable analogue and digital content.



## How does Ripcord work: Deep dive

Ripcord's method for digitisation follows a simple workflow. First, preparation of records for ingestion is accomplished before the work cells digitise the content. Once digitised, the images are processed through Ripcord's Quality Assurance module where quality control occurs, along with the OCR process which supports more than 73 languages.

Customers can access their data in a number of ways. Some customers leverage Ripcord Canopy's advanced search capabilities, while others require the platform's AI technology to enable their process automation needs. Machine learning and artificial intelligence models auto-classify documents and extract relevant information that will be routed to enterprise systems such as Oracle, SAP and Salesforce.

The use of graph-based technologies allow for building intelligent systems that not only contextually link documents to each other but also to activities related to them allowing for automation of what the system sees as routine activities.

Ripcord Canopy's powerful search functionality allows search for specific documents and for specific items within documents. Accessibility to once stagnant information has never been as efficient utilising Natural Language Processing ("NLP") for taxonomy extraction, query type determination and enhancements of the user generated queries. In addition to NLP, relying on graph based technologies allows for enhancement of the search results and accurate response to various query types.



Create  
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# Singular

**Technology type: Mobile marketing platform**

## What is Singular?

Singular is a marketing intelligence platform that delivers granular mobile attribution, marketing data aggregation, powerful reporting, workflow automation and creative analysis solutions – all in a single application. This gives marketers access to data granularity and a competitive advantage by allowing them to rationalise their marketing activity to ROI. Getting started with Singular also does not require a software development kit (SDK).

Since its inception in 2014, Singular has tracked and analysed more than \$3 billion in digital marketing spend across industries including commerce, travel, gaming, entertainment and on-demand services.

## What's the advantage?

**Granular Mobile Attribution** – Trace a customer's journey across every mobile touchpoint, from impression to in-app events. Access channel, geo, campaign, sub-campaign, creative and sub-publisher level data for precise and actionable insights.

**Marketing Data Aggregation** – Consolidate cost and conversion tracking data from any marketing partner in near real-time. Access ROI quickly and reliably from over 600 pre-integrated ad networks, analytics systems and marketing platforms.

**Powerful Reporting** – Leverage one of the industry's most powerful, granular and customisable marketing dashboards. Compare and analyse all ad performance – across different channels, campaigns and countries – in one place.

**Workflow Automation** – Configure custom alerts and trigger actions on marketing data to help protect against missed targets when budget and performance metrics go above or below pre-set thresholds.

**Creative Analysis** – Get a unified view of all creative data. Singular's pixel-matching technology allows organisations to easily see full-funnel metrics at the creative level (e.g. impressions, cost, revenue, ROI or any other KPI selected)

**Goals and Forecasting** – Define marketing goals based on key metrics and track them live alongside KPIs. Receive forecasts to report future trends and protect against missed targets and overspending.

## Create transformative innovation

# Singular

### What are people saying?

#### Customers:

“The growth marketing department at Lyft is primarily responsible for increasing our market presence by acquiring and engaging new passengers and drivers. Operating at our scale, we have had to overcome some very complex data challenges. Specifically, the unification and analysis of our mobile and desktop marketing programs data, which is constantly streaming live from an ever-growing number of marketing partners and tools. Singular solved these complexities, by helping us unify and attribute our data, analyse our ROI and enable us to focus on our core mission - building the world’s best on-demand transportation network.”

[Ran Makavy, VP Growth, Lyft](#)

“Singular’s cost aggregation is great. With unified support for all our advertising channels, we’ve been able to streamline workflows and focus our attention on maximising the performance of our campaigns. The user-friendly dashboard and robust API combined with a reliable support team has made our reporting process seamless.”

[Dan Munteanu, Head of User Acquisition, Storm8](#)

“In an industry where standardisation is non-existent and engineering resources are scarce, Singular tackles our key pain points when it comes to streamlining reporting and creative optimisation. The platform eliminates day-to-day nuances and inefficiencies and allows us to focus on driving the decisions that matter.”

[James Peng, Head of User Acquisition, Match.com](#)

“Marketing infrastructure is extremely important in order to support our marketing initiatives. We needed a solution that allows us to access all our data at a granular level to make informed decisions, and Singular empowers us to do this. Singular is an invaluable platform that saves us significant BI engineering resources and plays an important role in our user acquisition strategy.”

[Chris Akhavan, Chief Revenue Officer, Glu](#)

## Create transformative innovation

# Singular

### How Singular works: Snapshot

#### Step 1: Link all data sources

Singular works out of the box to automatically aggregate, enrich and combine data of various types. From ad networks to attribution providers, BI and CRM systems, Singular pulls fresh and granular data from linked sources so organisations can optimise every part of their marketing funnel without building and maintaining the pipes. Singular has over 600 essential marketing integration partners from publishers like Facebook to CRM providers like Salesforce – all with a mind to deliver unparalleled granular insights across the entire marketing funnel.

#### Step 2: Understand and analyse data

Identify the channels, campaigns and creatives driving the best and most qualified customers. Using Singular's powerful and flexible analytics suite (or directly through the API), easily drill deep into data to compare revenue. Understand overall marketing performance based on metrics like ROI to any custom KPI that is essential to the business. Optimise creative ad units from the actionable insights that have been captured.

#### Step 3: Make smarter and faster decisions

Fuel success by setting goals, alerts and automated tasks based on any data point. This means marketers won't need to stay up all night monitoring campaigns anymore; instead, they can pre-configure Singular to trigger notifications to partners should campaigns not be performing at their expected level.

### How Singular works – Deep dive for the technically minded

Singular collects data across the customer journey and assembles it into a full end-to-end funnel, from acquisition cost to revenue. Singular pulls these data sets from APIs, dashboards, email attachments and even shared files on cloud services in a range of format with sources including ad networks, attribution providers (Singular or third party trackers), offline marketing channels, BI systems, user engagement platforms and more. Singular then matches these data sets to uncover ROI from marketing channels to campaigns to specific creatives.

Singular's data matching technology, which can handle very limited reporting interfaces with minimal granularity, and utilises strong error correction and data enrichment algorithms to enhance the actionable insights provided.

Secure  
your business

# TeleSign

**Technology type: Mobile authentication and fraud detection**

## What is TeleSign?

TeleSign is the leader in mobile identity solutions. With TeleSign, you can conduct transactions online confident in the identity of the person you are dealing with.

Today TeleSign secures more than 3.5 billion user accounts worldwide against fraud, while also improving the user experience to increase adoption, retention and trust.

Delivered as a cloud service, TeleSign delivers account security and fraud prevention with Two-Factor Authentication (2FA) based on each user's mobile identity (phone number, device and behaviour) and driven by real-time, global intelligence, including reputation scoring and device data.

## What's the advantage?

TeleSign is the leading mobile identity solution for user verification, authentication and fraud detection. It's specifically designed to help prevent fraud and reduce risk and cost:

- **Combat registration fraud.** Driven by real-time intelligence, TeleSign delivers account security and fraud prevention with two-factor authentication (2FA) based on each user's unique mobile identity – including phone number, device, and behaviour. Reputation scoring combines predictive data across multiple sources, including carrier data, traffic patterns and reported fraud, to assess the risk level of mobile phone numbers
- **Help keep accounts secure from compromise** with multiple authentication methods including push authorisation, code challenges and soft tokens. TeleSign uses any data stream, including Wi-Fi, so can verify and authenticate account access and transactions even when out of carrier signal range
- **Account recovery** – securely recover accounts and manage costs
- **Easy integration with web and mobile applications** – no need to install third party applications like authenticator apps
- **Multi-language and encoding** – supports over 87 different languages and dialects plus encodings including ASCII, GSM, Shift-JIS, UTF-8 and UCS-2

Secure  
your business

# TeleSign

## What are people saying?

In the 2014 Gartner “Magic Quadrant for User Authentication”, TeleSign was noted as a leader and inventor of key mobile identity patents.

## Watch TeleSign in action



Click here to  
watch the video

## How TeleSign works: Snapshot

TeleSign helps you to secure user accounts from compromise and to verify high value transactions – like accessing credit card details, transferring funds and making bill payments.

TeleSign provides phone-based verification and two-factor authentication (2FA) using a time-based, one-time passcode sent over SMS, via voice call app-based push notifications, code challenges and more. You can easily build 2FA and transaction verification into any existing mobile applications.

TeleSign’s fraud PhoneID fraud detection helps to deliver real-time security intelligence and data on phone numbers around the world, whereby the reputation of each number is based on a real-time assessment of its attributes, usage and history.

## How TeleSign works – Deep dive for the technically minded



Click here to  
watch the video

## Telstra use TeleSign too!

Telstra use TeleSign globally for a number of applications where users need to log in remotely from a non-secure, non-work location. TeleSign is also embedded in other digital solutions Telstra use, including DocuSign.



## Create transformative innovation

# UBTECH

### What is UBTECH?

UBTECH Robotics is a global leader in intelligent humanoid robots. The company's interactive robots serve the public, accelerate STEM education for children and assist & entertain in the home. Integrating UBTECH robots into people's daily lives enhances how they live, work, learn, and play.

UBTECH is pioneering a future populated by affordable and intuitive robots. Blending its clear vision with real products and the financial backing to ensure its longevity, UBTECH wants to be the one to introduce the captivating capabilities of robots to the market, and then serve as the long-term partner to implement these compelling technologies. UBTECH is the only company offering such a broad, open ecosystem of robot innovations, from entry-level consumer products, to educational tools, to advanced devices offering complex capabilities solving difficult challenges.

No other company has this vision, these resources, and the actual products that UBTECH has, making it the perfect partner for today, and the best guide for customers into the future. Today, UBTECH's products are sold in more than 40 countries and regions, including China, North America, Europe, and Southeast Asia, at over 7,000 retail outlets around the globe, including nearly 500 Apple stores worldwide.

### What's the advantage?

**R&D:** UBTECH sets up its own research institute and holds long cooperation with top research institutions and universities, such as University of Sydney, Chinese Academy of Sciences, iFLYTEK, Tsinghua University and Harbin Institute of Technology.

**Intellectual Property:** UBTECH has the most intellectual patents in the humanoid service robotic industry, including invention patents, industrial design patents, practical patents etc.

**Marketing & Sales:** As the first high-tech enterprise focused on robotic services, UBTECH enjoys the advantage of market share and sales channel.

**Supply Chains:** UBTECH has its own manufacturing centre and healthy supply chains to ensure commercialisation and cost control.

## Create transformative innovation

# UBTECH

### How does UBTECH work – Snapshot

**Servos:** The innovation of UBTECH is based on its breakthrough digital servo system, which is the core of humanoid robot. As a leader in Commercialising Humanoid Robot Servos Motors, UBTECH can produce smooth, accurate life-like motion servos systems that can be easily integrated with connectors and character components. Robotic Servo Motor has built-in MCU system, including servo-controlling system, planetary moderation system, and sensory feedback system.

**Artificial Intelligent:** With the advancement of machine learning technology, sensor technology, and computer technology, robots can be more intelligent. UBTECH believes that intelligent, interactive, personalised, safe and affordable robots will be available in the near future to improve people's lives both at home and at work. Robots can be powerful, personal assistants to solve problems and ease life challenges, it also can educate and entertain along the way.

**Robot Ecosystem:** The company is committed to creating a “hardware + software + service + content” robot ecosystem, integrating a number of key hardware and software technologies, including machine learning, artificial intelligence and a number of proprietary advances.

### What are people saying?

“The year 2017 is the 18th anniversary of Easyhome Furnishings' founding. From a company based on small building materials market until now, Easyhome Furnishings has opened 223 branch shops in 29 provinces in China. In 2018, with the joint efforts of both Easyhome Furnishings and UBTECH, the artificial intelligence robot realises a large-scale commercial application for the first time in the world, with Cruzr Robots as shop assistants in thousands of Easyhome Furnishings shops in many different cities. Easyhome Furnishings will enter a new era and begin a whole brand new journey.”

LinPeng

Wang, Chairman of Easyhome Furnishings

“There are two reasons why Tencent chooses UBTECH as the corporation partner. On the one hand, UBTECH has the world's leading technology advantage in the humanoid robot industry, and it also takes the lead in commercial application with stable performance and controllable cost. On the other hand, Alpha Robot in UBTECH is highly compatible with Tencent's core users' demand, which means both of us will have complementary advantages in each other's users.”

Tencent

Optimise  
your I.T.

# Uhana

## What is Uhana?

Uhana is an exciting start up founded to commercialise ground breaking Stanford research on next generation mobile networks. The company harnesses the power of deep learning and artificial intelligence to optimise mobile subscriber quality of experience and Radio Access Network (RAN) efficiency for service providers.

## What's the advantage?

For the first time, service providers can offer application developers an API to access accurate, fine-grained network visibility, intelligence and predictive “what-if” modelling. This enables a programmable network connectivity layer, which optimises QoE for subscribers, increases CAPEX efficiency for operators and provides a foundation for new revenue generation.

## How does Uhana work: Snapshot

The Uhana platform is a real-time artificial intelligence pipeline, which ingests data directly from the RAN infrastructure and processes that data into real-time, per-user mobile network KPIs. The KPIs are then combined with operator policies and other real-time data and processed through application specific AI neural networks to deliver real-time, predictive guidance to accelerate application performance and optimise network efficiency through programmatic closed-loop control.

Secure  
your business

# vArmour

## Technology type: Cloud security

### What is vArmour?

vArmour helps you protect against data centre security challenges with the industry's first Distributed Security System (DSS) that provides insight and control for virtual and cloud environments. With its patented software, vArmour micro-segments each application by wrapping protection around every workload – increasing visibility, security and operational efficiency.

### What's the advantage?

The increase in the number of connected devices and applications, and the use of mobile, is driving unprecedented changes in data centre technology. At the same time, cyber attacks are becoming more damaging and expensive, and organisations are faced with a real cyber security skills shortage and pressure to get more out of security budgets and resources.

As more and more organisations move to virtual data centre and multi-cloud environments in this dangerous threat climate, they are also faced with many new security challenges, including improving visibility inside data centres and clouds, reducing the attack surface, and maintaining regulatory compliance standards.

Traditional perimeter security solutions are not designed for these challenges, and organisations need a new way to protect their data centres and clouds from advanced persistent threats (APTs) and laterally moving attackers. Secure micro-segmentation offers a solution – using software to provide granular isolation and control of individual workloads on each hypervisor. Secure micro-segmentation also includes advanced policies with security analytics and threat detection to provide a complete microsegmentation solution for security purposes.

## Secure your business

# vArmour

### What are people saying?

#### Analysts: Gartner Names vArmour 'Cool Vendor'



Click here to read  
the article

#### Customer videos

- **John Muir Health Chooses vArmour:**  
Watch Jon Russell, SVP and CIO at John Muir Health ([www.johnmuirhealth.com](http://www.johnmuirhealth.com)) explain how vArmour is helping him and his team protect their patients' sensitive healthcare information as they undergo a digital transformation



Click here to  
watch the video

- **vArmour secures Equens (Financial Services):**  
Watch Ian Saggars, Global Head of IT Infrastructure at Equens ([www.equens.com](http://www.equens.com)), explain how vArmour and Atos ([www.atos.net](http://www.atos.net)) are providing the proactive security that can keep up with the speed of modern application delivery



Click here to  
watch the video

### Partners

- HPE and vArmour Partner to Secure Hyper-converged:

Watch HPE's Senior Director, Solutions Product Management, HP Converged Data Center Infrastructure, Cullen Ruegemer, and vArmour CTO Marc Woolward discuss the advantages of security "built-in" to HPE Hyper Converged Infrastructure with vArmour DSS Distributed Security System for application-centric security at the speed of on-demand infrastructure



Click here to  
watch the video

### Watch vArmour in action

See and Stop APTs in 3 Simple Steps with vArmour



Click here to  
watch the video

vArmour Overview from CEO Tim Eades



Click here to  
watch the video



## Secure your business

# vArmour

### How vArmour works: Snapshot

Secure micro-segmentation replaces coarse-grained network segmentation by providing granular isolation and control for each workload in virtualised data centre and cloud environments.

By wrapping each workload with security controls and monitoring, security operators can detect and react to potential threats the moment unusual activity is detected. Security control is most effective when placed directly adjacent to the workload as opposed to being delivered upstream in the network. By doing this, the vArmour solution can prevent and limit the lateral spread of attacks within virtualised data centre and cloud environments that would otherwise go undetected by traditional perimeter security defenses.

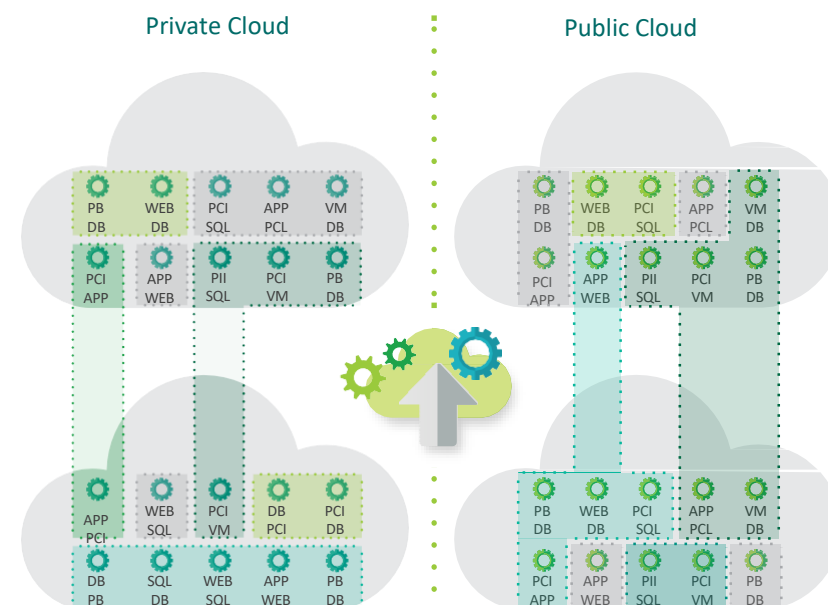
### How vArmour works – Deep dive for the technically minded

There are three major components to application-aware micro-segmentation:

1. Workload separation
2. Advanced security policies
3. Security analytics and threat detection

### Workload separation

Security controls are placed adjacent to the workload without requiring any agent software on the virtual machine that is being protected. Workloads with similar security policy requirements can be logically grouped together and protected, regardless of the underlying network architecture. For example, the vArmour solution can prevent two virtual machines on the same hypervisor and virtual network from communicating. This granular security control is not possible with traditional perimeter security.



## Secure your business

# vArmour

### Advanced security policies

Secure micro-segmentation uses workload-level security policies to control all traffic between any micro-segmented asset and any other host it communicates with, regardless of physical location, infrastructure type or workload type. These security policies can identify the specific application traffic, as opposed to just relying on TCP and UDP port numbers.

Workloads that perform different functions (e.g. web/application/database, dev/test/prod), are bound by compliance (e.g. PCI v non-PCI), or operate with different security levels, are logically grouped and protected using application-level security policies. Once micro-segmented, workloads can share the same underlying resource pool, without compromising compliance or security requirements.

### Security analytics and threat detection

The final component of secure micro-segmentation combines security policy controls with deep, enriched application-layer visibility. Built-in threat analytics give operators near real-time monitoring and visibility across networks, applications and users to detect threats quickly, and then respond to them with the same tool.

Security analytics that correlate behaviours across networks, applications and users enable operators to trace precisely where the initial point of compromise exists. A thorough investigation of compromised workloads helps operators to rapidly understand the various phases of an attack. Operators use network forensics to predict and prevent against future attacks from advanced persistent threats and other sources.

Optimise  
your I.T.

# VeloCloud

**Technology type: Cloud Delivered SD-WAN**

## What is VeloCloud?

VeloCloud Cloud-Delivered Software-Defined WAN (SD-WAN) leverages the benefits of the cloud and existing enterprise-wide network infrastructure to efficiently and cost effectively transmit media (data, video, voice) and quickly access cloud and enterprise applications for every location in the network. VeloCloud SD-WAN enables simple, agile and secure branch office WANs.

VeloCloud works extensively with our network of partners and service providers to deliver managed solutions to end customers. VeloCloud can be used by enterprises of all sizes with distributed branches in all segments. Adoption has been most popular across retail, hospitality, manufacturing, insurance and shipping/receiving.

## What's the advantage?

**Network agility:** Because SD-WAN is cloud-delivered and software based, it allows for quick adaptation to changing needs including adding access to cloud-based services, standing up new branches or remote offices, and dynamic routing of all traffic for optimised application and data delivery.

**Ease of deployment:** SD-WAN allows for various deployment options including completely cloud- or software-based, hardware based, or a hybrid (cloud/software and hardware). In each instance, all the components are able to connect to each other when brought online and configurations are pushed from the central monitoring and management orchestrator. There is no need for a specialised technician to facilitate installation.

**Central Management and Control:** A centrally located orchestrator monitors all network activity, alerting of problems, and enabling the remote remediation of issues. The orchestrator enables the automatic push of configurations to each network node and adding accessibility to common software platforms to every location quickly and efficiently. In addition, it delivers real-time analytics and reporting.



## Optimise your I.T.

# VeloCloud

### What's the advantage?

**Cost Reduction:** SD-WAN deployments are often less expensive than traditional WAN architectures. The root of this reduction is attributed to:

- Leveraging existing infrastructure to transmit all traffic and access cloud applications
- Reducing problem identification and associated remediation costs: Central management and control of network activity eliminates the need to send out trained technicians to assess issues and repair them
- Payment plans that are subscription models, allowing pay-as-you-go plans that defray high upfront investment costs and on-going maintenance and upgrade fees
- Zero touch provisioning that allows quick branch deployments and time to accessibility as all deployment functions are managed from the central IT home office
- The lack of need to deploy application-specific hardware or software at each branch location as all locations can access the same cloud-based applications

### What are people saying?

"After a thorough vendor evaluation process, Sprint determined that the VeloCloud solution best aligned with Sprint's focus on network agility, flexibility, and cloud services enablement."

**Mike Fitz, VP, Sprint Global Wireless Business Unit, Sprint**

"VeloCloud delivered a rich feature set and worked better than the other two solutions we tried. It's so brilliantly designed that our proof of concept took only 30 minutes from the time we unwrapped the boxes. It didn't take long to realise what a great solution it is."

**Aaron Gabrielson, Senior Project manager, Redmond Inc.**

"Within the first week we had the VeloCloud SD-WAN set up. Previously, we engaged in an evaluation of the VeloCloud product, and were very satisfied with how the product worked, the ease at which it could be integrated into an existing network and the visibility and manageability it provided."

**Louis Schreier, Vice President, Deutsche Telekom**

"MetTel consistently strives to provide our customers with more flexible, secure, simplifying and cost saving solutions, and we believe that VeloCloud's offering is highly compatible with our mission."

**Marshall Aronow, CEO, MetTel**

# Optimise your I.T. VeloCloud

Watch VeloCloud SD-WAN in action



Click here to  
watch the video

## How VeloCloud works: Snapshot

VeloCloud SD-WAN includes a cloud-based VeloCloud Orchestrator for single pane of glass monitoring and management, a distributed network of VeloCloud Gateways for application accessibility and global application, and customer-premises based platform VeloCloud Edges. VeloCloud SD-WAN enables the use of wired or wireless broadband Internet with or without traditional MPLS to create enterprise-grade WANs and LTEs for increased bandwidth, high performance access to cloud, service insertion, extensive visibility, and fast deployments.

VeloCloud Cloud-Delivered SD-WAN is offered as Software-as-a-Subscription (SaaS), which allows customers to pay-as-they-go, delivering scalability and flexibility to grow or downsize their business. With this type of pricing structure, enterprises shift to an OPEX model which eliminates the high upfront hardware costs associated with CAPEX.

## How VeloCloud works – Deep dive for the technically minded

**Centrally operated:** VeloCloud Cloud-Delivered SD-WAN is operated centrally from the VeloCloud Orchestrator, that allows users complete visibility into all network traffic across all customer networks, with the ability to multi-tenant the customer base and then segment within each tenant.

**Enhanced connections:** VeloCloud Edges are customer premises-based, connecting each local branch to the greater network via an MPLS back-bone, broadband, or LTE, and dynamically routing traffic across all transport paths. VeloCloud Edges provide packet steering, forward error correction, jitter buffering, fast retransmission, deep packet inspection and prioritisation.

**Elevated connectivity:** VeloCloud gateways reside in the cloud, enable optimised connectivity to private, SaaS and IaaS clouds through cloud gateways hosted as a service by VeloCloud or its service-provider partners. The cloud gateway provides the same functionality as VeloCloud Edges. VeloCloud gateways incorporate the public cloud into the customer's virtual WAN through interoperable IPsec connections to the cloud VPN provided by the gateways to all customer branches and datacentres.





**Optimise  
your I.T.**

# VeloCloud

## Read about Deutsche Telekom



Click here to read the  
case study

## Whitepaper



Click here to read VeloCloud's whitepaper on  
Software-Defined WAN for Dummies

## Telstra use VeloCloud too!

In March 2017, Telstra announced a strategic partnership with VeloCloud, adding VeloCloud SD-WAN solutions to the product suite. Telstra uses VeloCloud SD-WAN as a way to deliver additional services to our customer base.

Create  
transformative innovation

# Whispir

**Technology type: Multi-channel communications**

## What is Whispir?

Whispir is a conversation platform for business-critical communications. Simply plug your existing channels and business systems into the platform, and this cloud-based software can help you manage your internal and external communications with agility, efficiency and impact.

And it's much more than a messaging platform – Whispir is all about **conversation**. Whispir provides a truly two-way, multichannel platform that can be used to add value to sales and customer interactions, IT crisis management automation, the automation of process workflows and much more.

Using fully customisable messaging templates and pre-defined distribution lists, you can send targeted messages or high volume communications simultaneously via multiple channels to targeted stakeholders including employees, customers or distributors.

## What's the advantage?

### New revenue streams

Provide new services that leverage the latest in multi-channel communications technologies. Personalised, relevant, location-aware communications allow you to target and optimise messaging to reach the right audience.

### Increased productivity

Eliminate point solutions, enhance processes, and streamline communications with your staff, customers and stakeholders. See what's happening in real time, bring people together with one-click teleconferencing and easily coordinate team responses across multiple devices and locations.

### Exceptional service

Via game-changing strategies that enhance engagement and increase customer satisfaction. Shareable collaborative workspaces allow your people to work more efficiently with partners, vendors and agencies.

### Improved IT and Service Management

Automate the process of IT crisis management, business continuity planning and service management delivery with near-real time communication across multiple channels.



Create  
transformative innovation

# Whispir

## Watch Whispir in action



Click here to  
watch the video

## How Whispir works: Snapshot



Click here to  
watch the video



Click here to test out  
Whisper demo

## Telstra use Whispir too!

Whispir is in action at Telstra in a number of areas, and is proving enormously valuable – improving how teams work, and also helping Telstra reach customers in new and more effective ways.

With Whispir, managing complex communications is far more simple and streamlined. For example, in a relatively recent hostage emergency, Whispir was used to swiftly locate and communicate the situation to all staff.

Telstra is also replacing traditional marketing eDMs with Whispir so we can personalise the content. Analytics from the platform allows Whispir to fine tune and enhance the effectiveness of follow-on campaigns.

Secure  
your business

# Zimperium

## Technology type: Mobile security

### What is Zimperium?

Zimperium is an award-winning mobile threat protection solution, providing your business with continuous, real-time threat protection from device, network and application attacks.

With Zimperium, you can protect your devices and apps against known and unknown mobile cyberattacks, helping you to boost mobile productivity, while safeguarding employee and customer data. Zimperium's disruptive, on-device detection engine uses patented, machine learning algorithms to protect against the broadest array of mobile attacks.

In addition, Telstra and other carrier clients are using Zimperium for disruptive use cases such as Business-to-Employee application securisation as well as a value-added security service as part of their customers' mobile plans - helping to generate new forms of revenue.

### What's the advantage?

Zimperium provides a single platform to protect:

- Any sensitive information that can be accessed through a mobile device
- Devices that get connected to the corporate Wi-Fi network
- Traveling executives and employees who access unsecured public Wi-Fi networks at the airport, hotels, and coffee shops to keep their data usage low
- Employees who want to protect their personal information along with corporate information
- Enterprises that allow third party vendors and partners to connect to their systems through their devices
- Devices of the ExCo and board members who are susceptible to 'targeted attacks'
- Enterprises that have their own apps, which are either consumer facing or internal apps that are accessed by employees



Secure  
your business

# Zimperium

## Benefits

- Detects both known and unknown threats
- Detects and prevents network and host-based attacks, malware and malicious apps
- Saves time and enhances productivity with early detection and protection of your corporate or BYOD devices
- Very easy to scale in line with your evolving business requirements
- SaaS model makes it easy to deploy with a faster ROI
- Does both on-device and offline detection
- Minimal device impact (does not drain the battery of the device)
- Protects user privacy

## What are people saying?

- **Article 1:** Latest press coverage



Click to  
read



Article 1

## Watch Zimperium in action



Click here to  
watch the video





Secure  
your business

# Zimperium

## What are people saying?

Zimperium has two components: zIPS and the zConsole:

1. **zIPS** sits on the device and continually monitors for threats and cyber attacks (zIPS is deployed through the MDM or through the app/play store)
2. **zConsole** provides your security teams with visibility of all mobile devices in your organisation to assess enterprise risk, identify security gaps and update policies to improve mobile device and application protection

Comprehensive dashboards and detailed reporting make it easy for Security Administrators to manage risk and monitor incidents on zIPS-protected devices. Minimal setup time is required (two days).

## How Zimperium works – Deep dive for the technically minded

### Step 1: Machine Learning to Train Engine

Zimperium Security Labs trained detection engine for three years and sends detection analytics to the device

### Step 2: zIPS App Continuously Detects on Device

Continuously views system parameters/processes (accessible with app permissions) looking for malicious events

### Step 3: Protect the Device and Enterprise From Threats

Enacts risk-based policies to continuously protect the enterprise from targeted mobile attacks

### Step 4: Mobile Threat Intelligence

Provides forensics on security incidents to explain context (who was attacked, attack vector and name, location, etc.)